

2012 Results of Used Motor Oil Campaign



Prepared For:







By:



NEW AMERICAN
DIMENSIONS

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INTRODUCTION



Background

- To assess the effectiveness of the County of Los Angeles Public Works Department's (Public Works) Used Motor Oil and Oil Filter Recycling Program aimed at diverse communities, a 2012 tracking study was commissioned to measure the impact of Public Works' marketing and communication initiatives compared to prior research waves.
- Three distinct community targets were identified for the research: General Market, Hispanic, and Chinese (see screening specifications for more detail).
- This report documents the results from 2012 (wave five), compared against the 2011 and all other previous waves.

2012

- The 2012 research was fielded beginning on February 25, 2012
- The General Market fieldwork was completed on April 21, 2012
- The Hispanic fieldwork was also completed on April 14, 2012
- The Chinese fieldwork was completed on April 21, 2012

Research Objectives

- 🔹 **To measure the effectiveness of Public Works targeted campaign on awareness and recall measures by:**
 - Testing advertising awareness, communication, and recall
 - Identifying advertising appeal and attraction
 - Determining influence on used motor oil behavior, information, and attitudes
- 🔹 **To evaluate possible shifts in attitudes between different wave testing as targeted households become exposed to Public Works campaign.**
- 🔹 **To provide the necessary research intelligence for Public Works to further refine its communication strategy that targets diverse segments of L.A. County.**

Research Specifications

Who?

- Self-identified Hispanic, Chinese, and all others (General Market)
- Ages 16+
- L.A. County residents
- Household uses a car, truck/SUV/van, motorcycle, boat, or personal watercraft
- Changed motor oil in any vehicle in the past 3 years -- or -- someone has changed motor oil in their vehicle in the past 3 years
- No Industry affiliation or similar research in past 12 months.

How?

- In-person intercept surveys were conducted predominantly at various locations within L.A. County. Data collected using programmed, hand-held PDA devices. All surveys were conducted in respondents' language preferences: English (General Market), Spanish (Hispanic), and Mandarin (Chinese).

Where?

- Los Angeles County

When?

- 5th Wave: Feb. 25 – April 21, 2012

How Many?

- 2012: General Market (76), Chinese (75), and Hispanic (75) = 226

Caution: Sample Size

- Caution is recommended when analyzing data with sample sizes of $N < 40$. Sample sizes < 40 are deemed unquantifiable. However, $N < 40$ sample sizes have been included in this report to provide data regarding key measures.

KEY FINDINGS



Key Findings

- 🔑 Overall, the 2012 Public Works' Used Motor Oil and Filter Recycling campaign is holding steady among the Hispanic segment, rebounds among General Market segment (from the considerable decreases seen in 2011), but declines among the Chinese segment versus 2011 (when there was a significant spike over 2010).
- 🔑 At least two-thirds of all segments are aware of, and have previously used Certified Collection Centers (CCCs) to recycle used motor oil.
 - General Market usage of CCCs is significantly higher than 2011 (71% vs. 44%).
 - Hispanic CCC usage is at parity with 2011 (80% vs. 75%), though it is trending down from 2010 (when CCC usage was at 83%).
 - However, Chinese usage (65%) of CCCs is significantly lower than seen in 2011 (89% which was significantly above 2010 CCC usage). This can be attributed to the fact that surveys were completed in plazas and supermarket locations versus auto-related stores as in the past.
- 🔑 More than three-quarters of all segments indicate recycling used motor oil (the last time the oil was changed), with between 60-70% recycling their used motor oil at a local CCC.
 - Hispanic segment recent CCC usage is 69% (slight decrease from 77% in 2011).
 - Chinese segment recent CCC usage is 61% (also a slight decrease from 67% in 2011).
 - General Market recent CCC usage is 58%, more than twice as high as the 23% seen in 2011 (which was well below the 71% from 2010).

Key Findings (continued)

- General Market respondents have the highest level of knowing how to find out information about Certified Collection Centers for recycling used motor oil (64% at parity with 68% from 2011).
 - Over half of 2012 Chinese respondents indicate knowing how to find out information about local CCCs (52%), down slightly from 2011 (57%).
 - Among the Hispanic segment, there is a slight increase in knowing how to find out CCC information (44% in 2012 versus 37% in 2011).
 - The Internet is the primary method that respondents across all three segments use to find out information about CCCs (six-in-ten for General Market and Hispanic, half of Chinese).
- Less than half of target respondents are aware of the www.CleanLA.com website and the toll-free phone number to call to get more information regarding recycling used motor oil.
 - One-third of the 2012 Hispanic (37%) and General Market segments are aware of the 888-CLEAN-LA phone number, with the Hispanic level above 2011 (25%).
 - One-fifth of Chinese are aware of the 866-2652 in-language toll-free number (a slight decrease from the 25% seen in 2011).
 - Website awareness is highest among the General Market segment (46% - up from 25% in 2011), followed by 37% among Hispanics (at parity with 35% in 2011), and 25% among the Chinese segment (significantly lower than the 39% seen in 2011).

Key Findings (continued)

- 💧 Advertising awareness promoting used motor oil and filter recycling is highest in 2012 among the Hispanic segment (64% level at parity with 68% from 2011).
 - Chinese segment ad awareness is 48% in 2012, well below the extremely high ad awareness in recent years (peaking at 89% in 2011). This can be attributed to the reduced number of surveys collected at auto-related locations.
 - General Market ad awareness in 2012 is at 39%, directionally above the 27% seen in 2011 (which was well below the 84% spike in ad awareness seen in 2010).
 - Newspaper/magazines are the top source of ad awareness in 2012 for all three segments (47% Chinese, 45% Hispanic, 26% General Market), though there is a significant decrease in 2012 among the Chinese segment (compared to 73% in 2011).
 - Identification of television as a source of advertising awareness is lower in 2012 than 2011 among Hispanic and General Market respondents.
- 💧 Los Angeles county used motor oil/oil filter recycling event participation in 2012 decreases (versus 2011) for Hispanics, but especially from the Chinese segment.
 - One-quarter of Chinese respondents (25%) indicate attending an L.A. county event, down considerably from 2011 (75%).
 - One-fifth of Hispanic respondents have attended an event (20%), also significantly lower than 2011 (39%).
 - General Market segment 2012 event participation is at 14%, at parity with 2011 (13%).

Insights & Recommendations

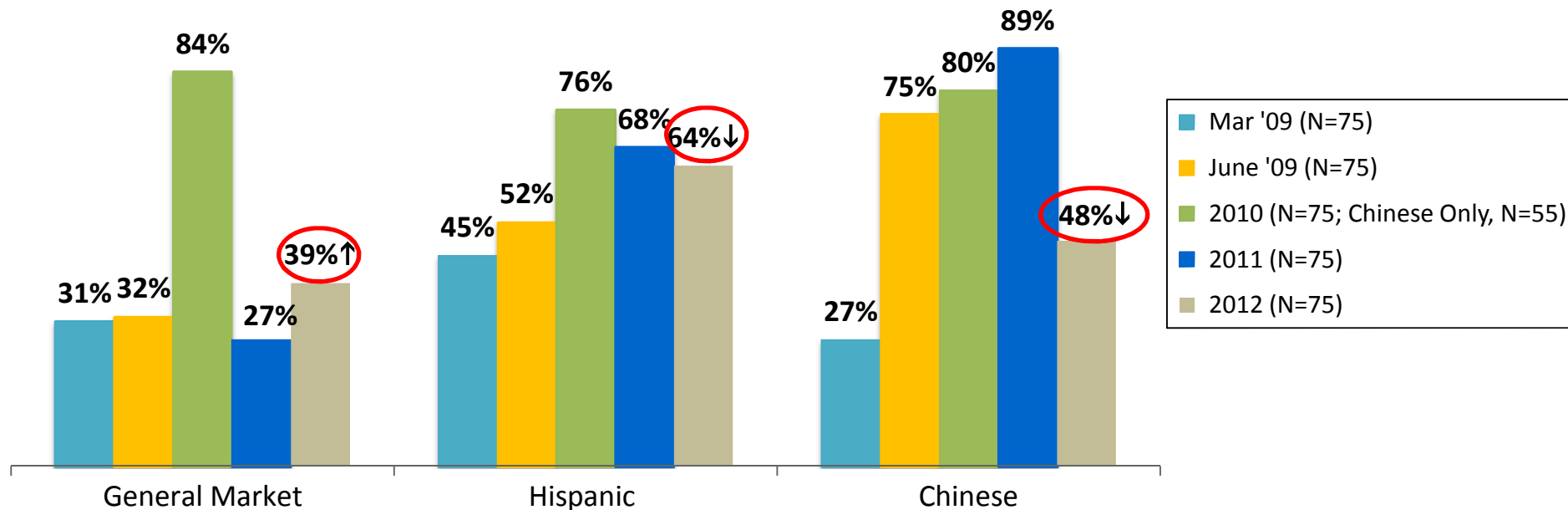
- 2012 decreases in Chinese segment ad awareness (that promotes motor oil/filter recycling) and awareness/usage of Certified Collection Centers is likely attributed to the following factors:
 - Considerably fewer Chinese respondents from the motor oil/oil filter recycling events in 2012 (32%) than 2011 (73%).
 - Subsequently, there are fewer Chinese segment Do-It-Yourselfers in 2012 (71%) than in 2011 (91% - a level higher than 2009-10).
 - Since the majority of Chinese respondents were collected outside of auto-related events, they are considered non-DIYers and may have low awareness of the campaign and usage of CCCs to recycle their used motor oil/oil filters.
 - Similar to the previous insight above, non-DIYers may not find used motor oil and oil filter recycling advertisements relevant and would not be able to recall DPW's advertisements.



COMPARATIVE RESULTS

Advertising Awareness

- Advertising awareness for the promotion of used motor oil and filter recycling is steady for Hispanics, increases directionally among the General Market (from the considerable decline seen in 2011), but decreases significantly among Chinese.
- The 2012 decline in Chinese ad awareness of the campaign is attributed to the lower proportion of Chinese DIYers.



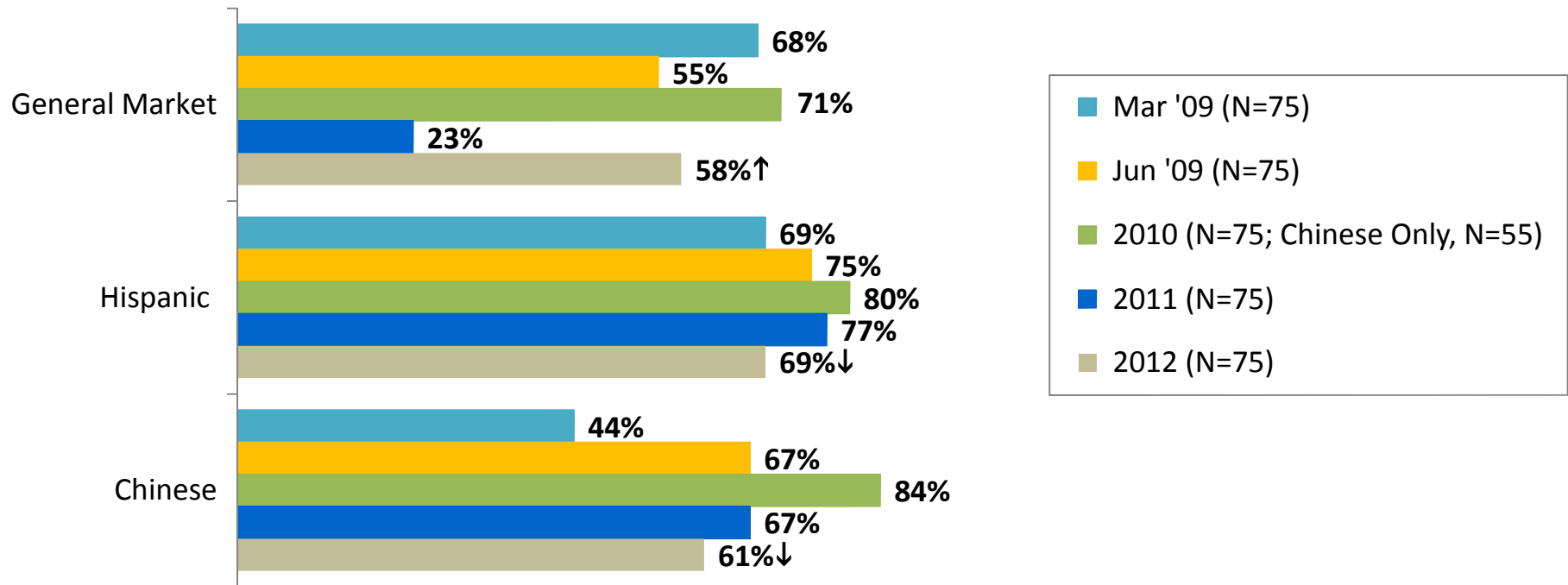
A1. Have you recently seen or heard any advertisement that raise awareness and promotes used motor oil and filter recycling? This includes any advertisement on television, magazine, newspaper, radio, or billboard/bus shelters, etc.

↑/↓= Significantly above/below previous wave at 95% confidence level

What Did You Do with the Used Motor Oil

🔥 Around six-in-ten 2012 target respondents recycled their used motor oil at a Certified Collection Center, with General Market levels increasing from the 2011 decline, while Hispanic and Chinese levels have a slight decrease from 2011 (though neither is statistically significant).

% of Respondents Who Have Recycled Used Motor Oil at a Certified Collection Center



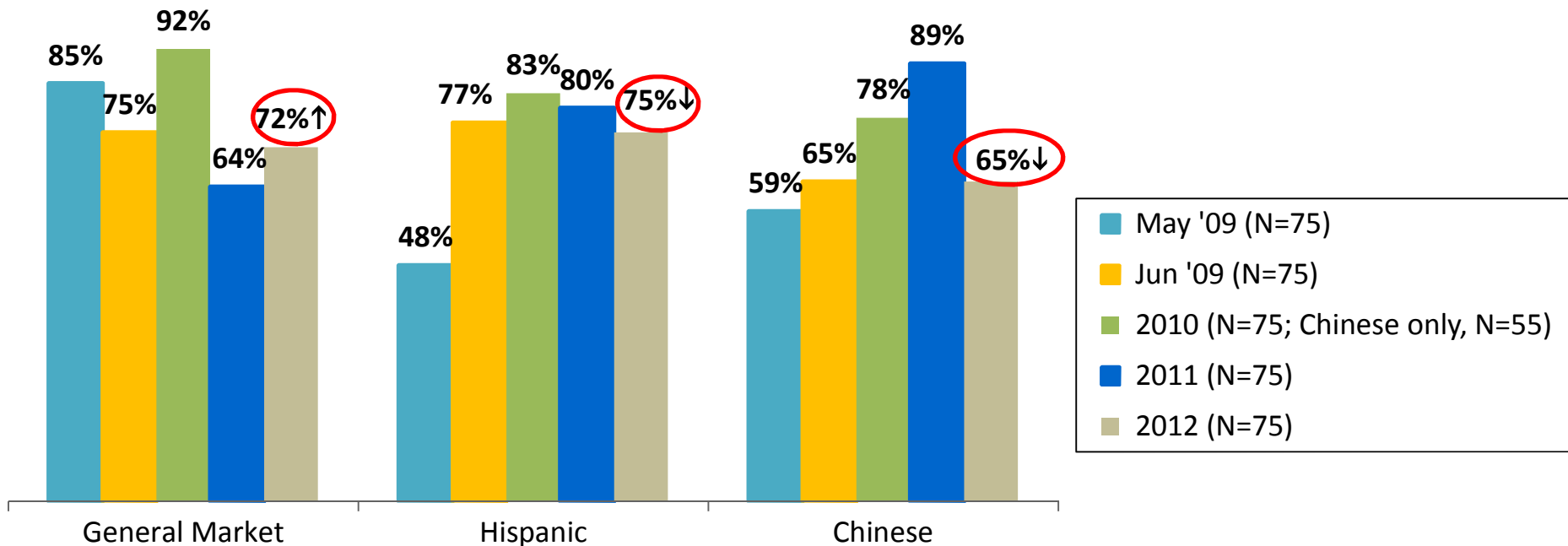
C1. When you were responsible for changing the motor oil in the past, what did you do with the used motor oil? (Aided)

↑/↓ = Significantly above/below previous wave at 95% confidence level

Awareness of CCCs in the Community

Awareness of Certified Collection Centers is conveyed by around three-quarters of Hispanics and General Market respondents (General Market directionally higher than the 2011 decline), but there is lower awareness of CCCs among Chinese compared to 2011.

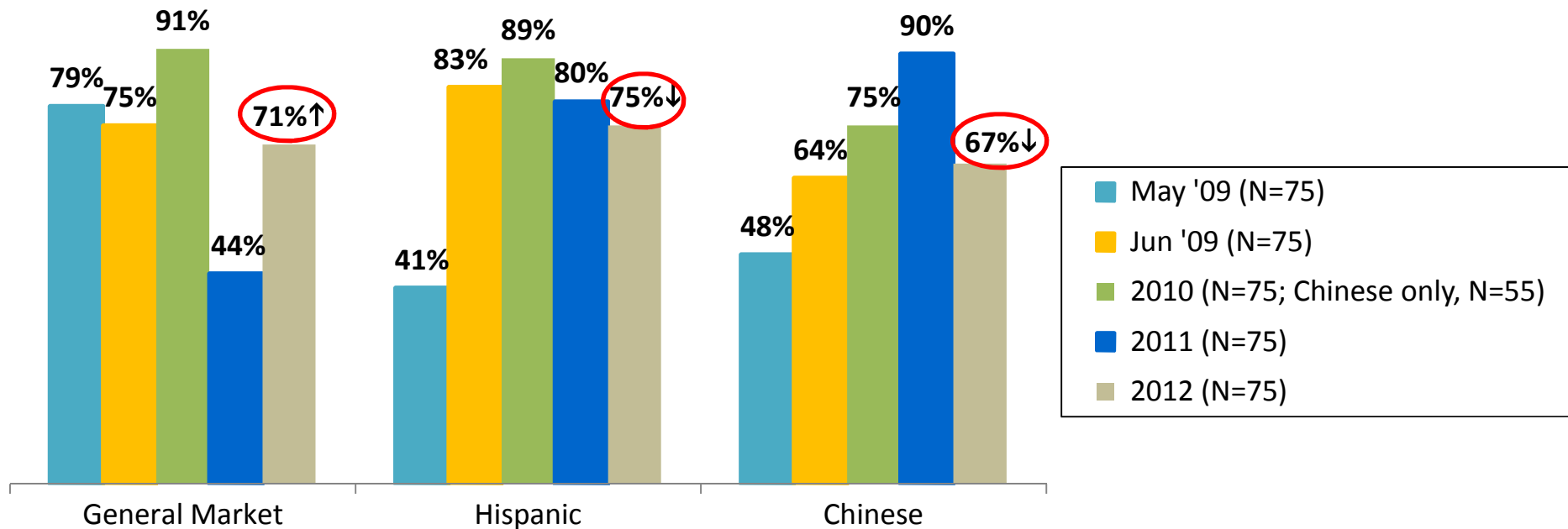
% of Respondents Who Are Aware of CCC in Community



Usage of CCCs in the Community

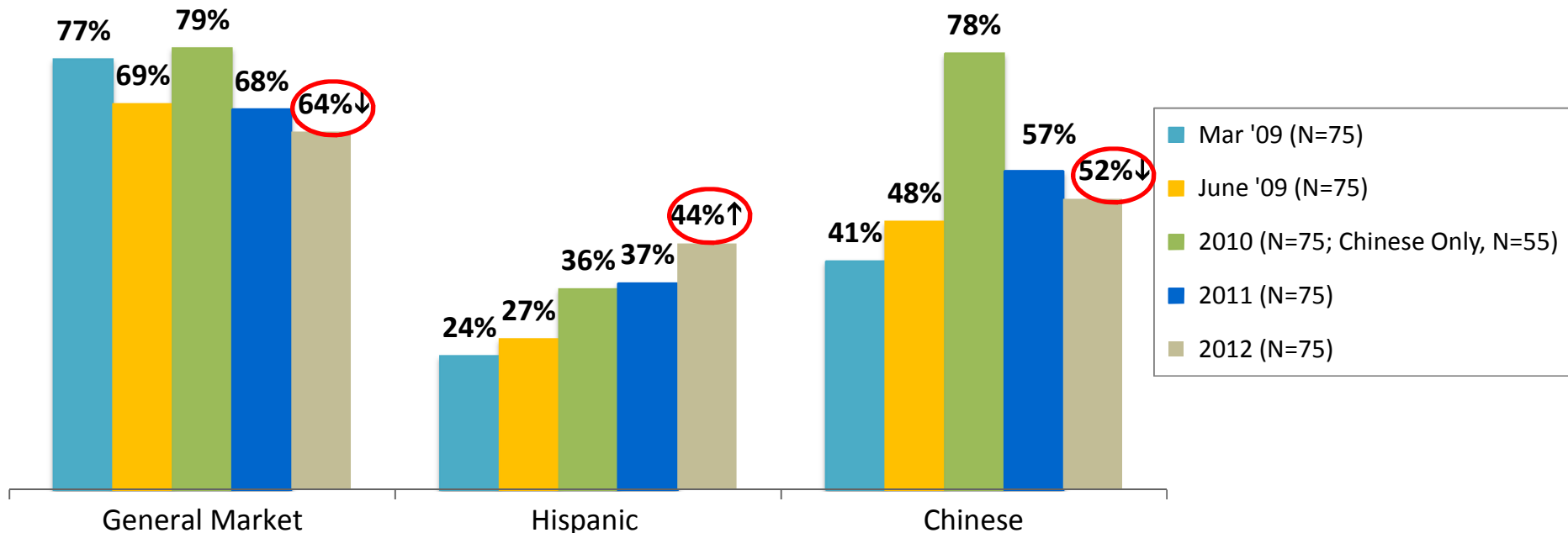
- 2012 usage of Certified Collection Centers among General Market rebounds (compared to the steep decline in 2011), is trending down among Hispanics (though not statistically different from 2011), and experiences a sharp decline among Chinese from the spike in CCC usage seen in 2011.

% of Respondents Who Have Used CCC in Past



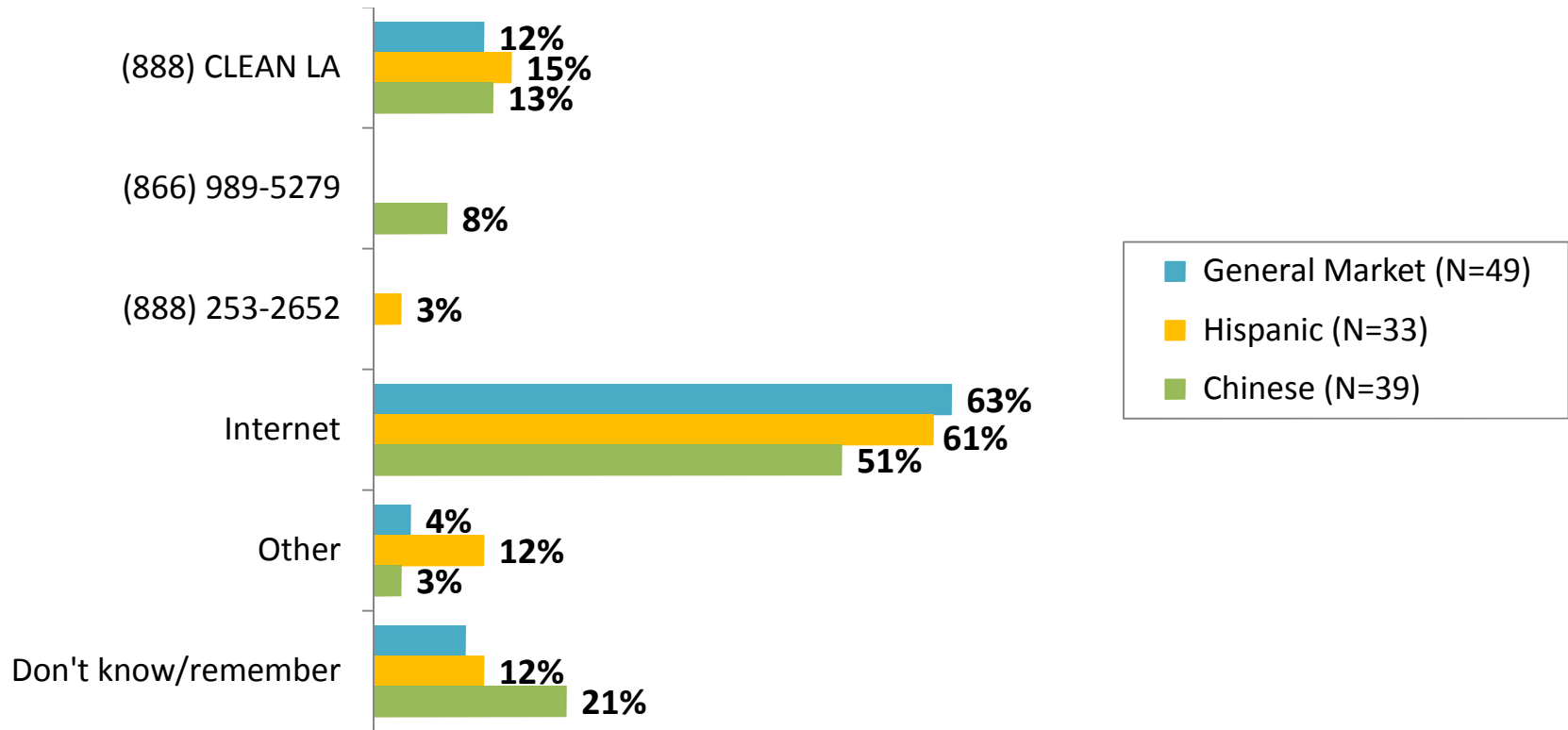
Knowing How to Find Info about CCCs

In terms of knowing how to find information about Certified Collection Centers, Hispanics continue to trend upward in 2012, whereas General Market and Chinese 2012 levels decrease slightly from 2011.



How to Find Info about Certified Collection Centers

🔥 *The Internet continues to be the primary source of information about Certified Collection Centers (by over half of respondents in each segment), with 2012 increases in Internet usage for CCC information among Hispanic and Chinese respondents.*




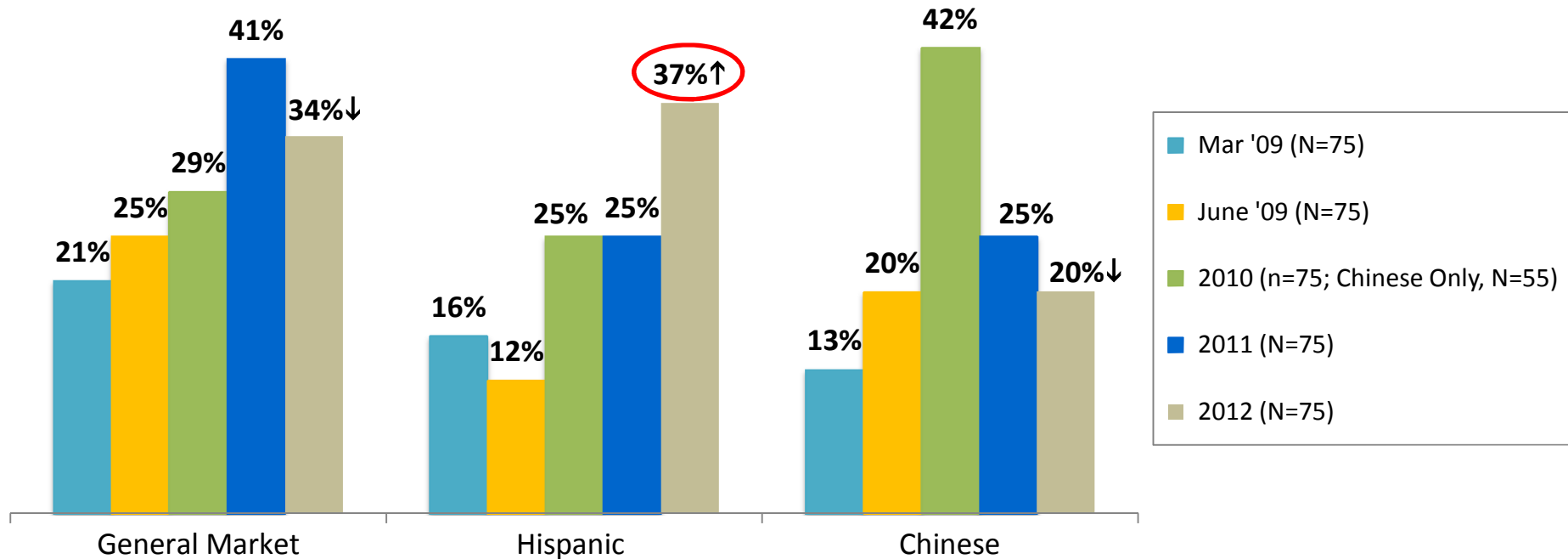
C5b. How do you find information about Certified Collection Centers for recycling used motor oil?

↑/↓= Significantly above/below previous wave at 95% confidence level

Base= Know how to find information about Certified Collection Centers

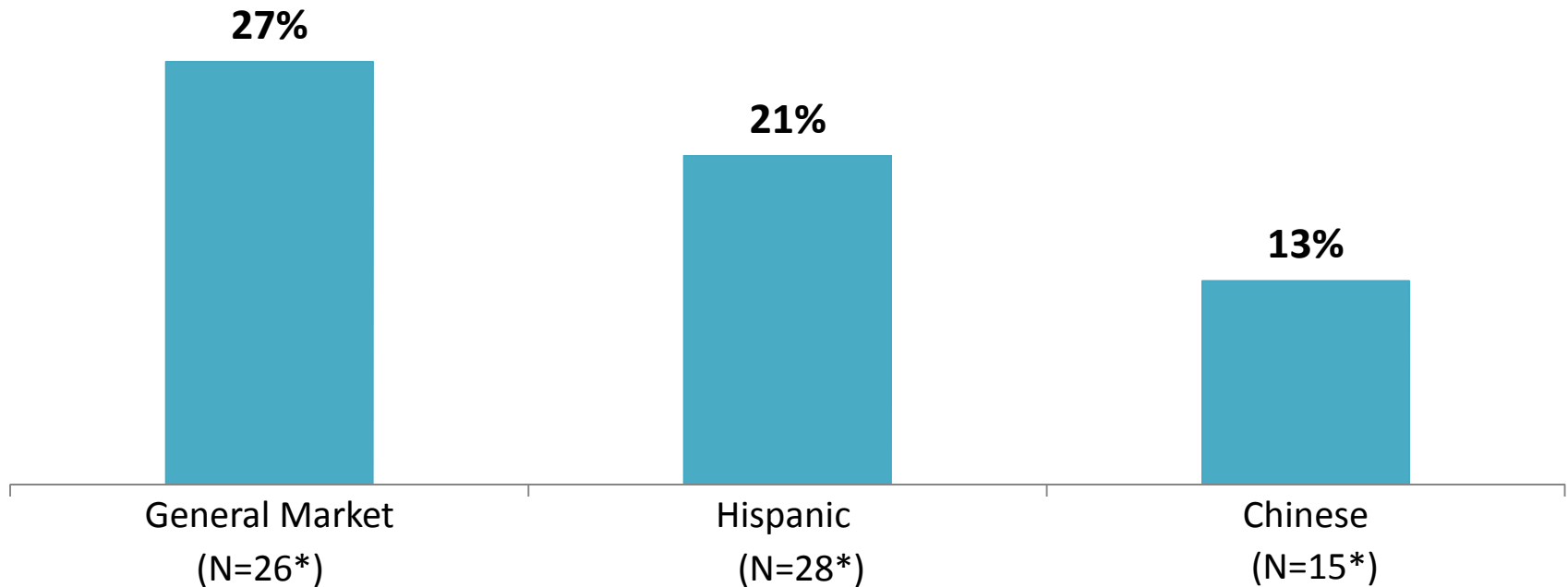
Heard of 1 (888) CLEAN-LA

-  Awareness of (888) CLEAN-LA /(888) 253-2652 in 2012 increased directionally among Hispanics (versus 2011), but decreased slightly among General Market and Chinese.



Called 1 (888) CLEAN-LA

🔥 *Around one-quarter of those few respondents who are aware of (888) CLEAN LA called the number (even lower among Chinese).*



C6b. Have you ever called 1 (888) CLEAN LA?

* Caution: small base

Base= Have heard of 1(888) CLEAN LA



DETAILED FINDINGS

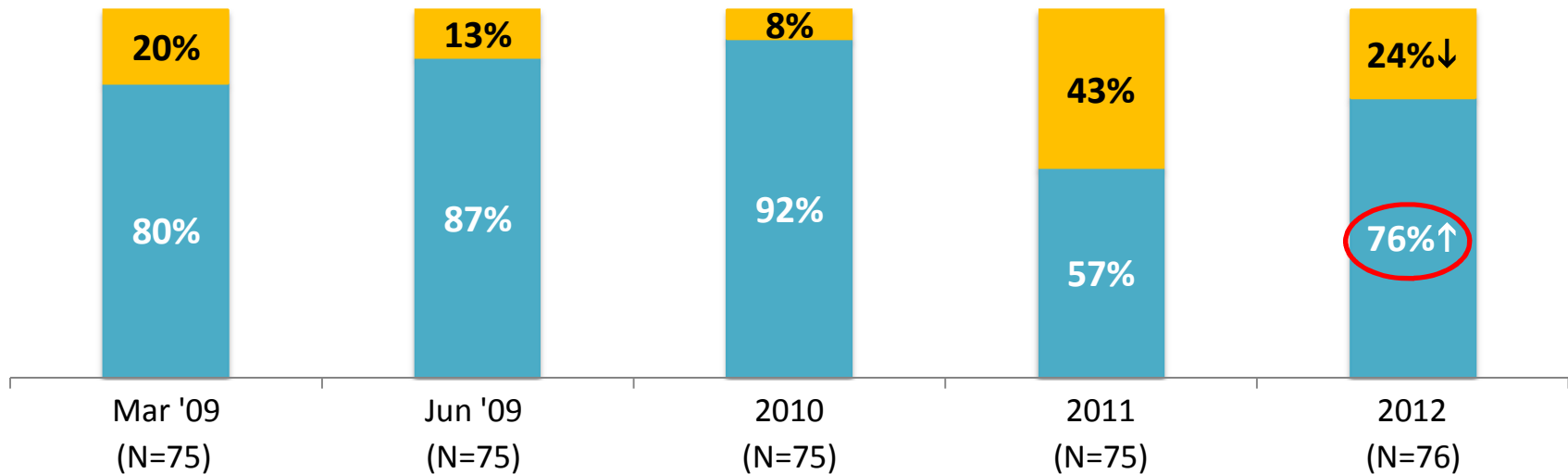


General Market Results

Who Performed the Oil Changes for Your Vehicle?

In 2012, three-quarters of General Market respondents (76%) were DIY'ers (performed oil changes on their vehicle themselves), an increase over 2011 (which decline considerable from previous waves).

■ You Yourself ■ Friends, family member, or relative

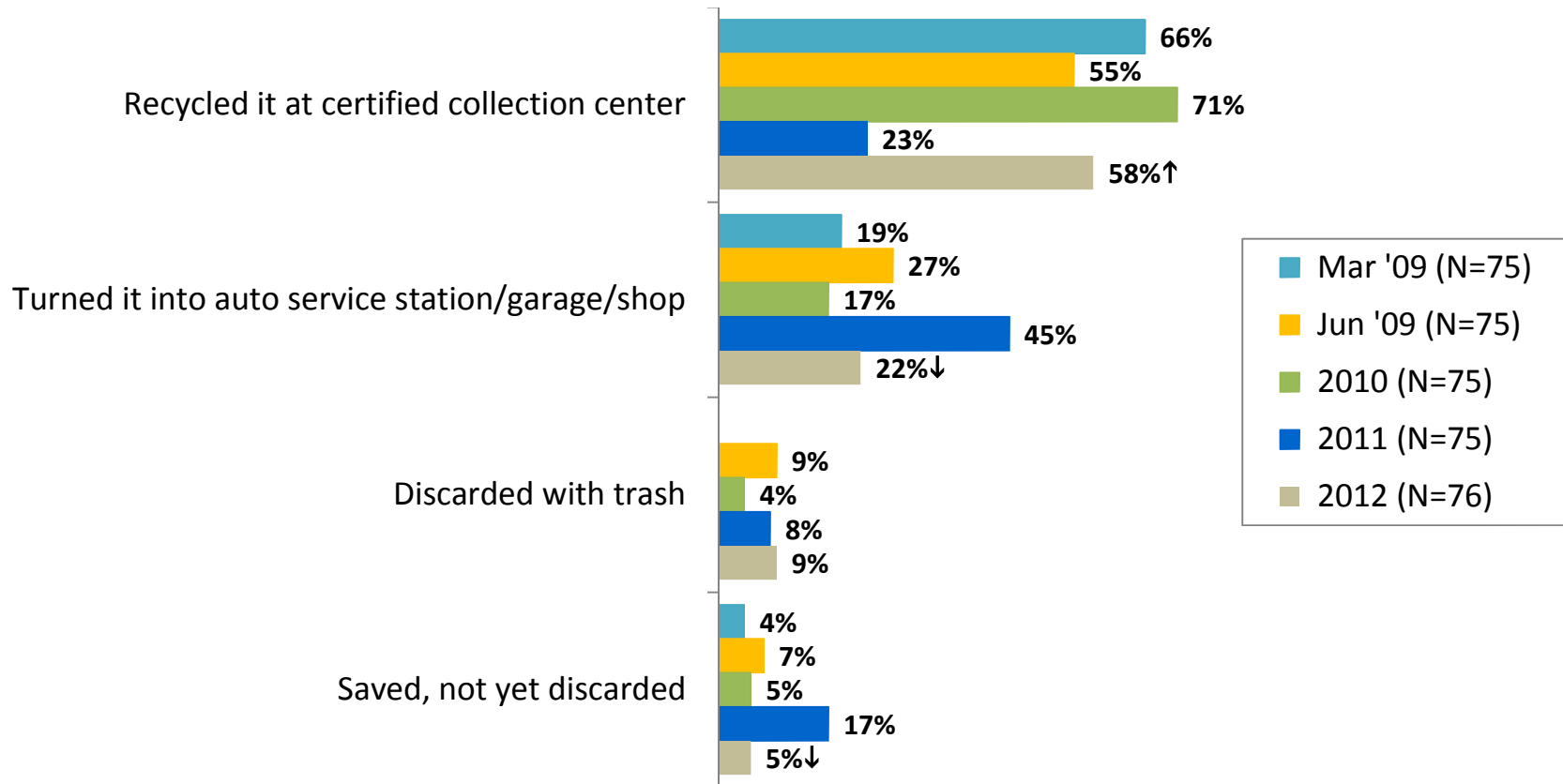


S11. Who performed the oil changes for the vehicle you're responsible for? Was it....? (Aided)

↑/↓= Significantly above/below previous wave at 95% confidence level

What Did You Do with the Used Motor Oil

- 🔥 ***Eight-in-ten 2012 General Market respondents recycle their motor oil, with an increase (over 2011) for recycling at a Certified Collection Center (increasing from the steep decline seen in 2011), which in turn resulted in fewer turning it into their auto service station/garage.***

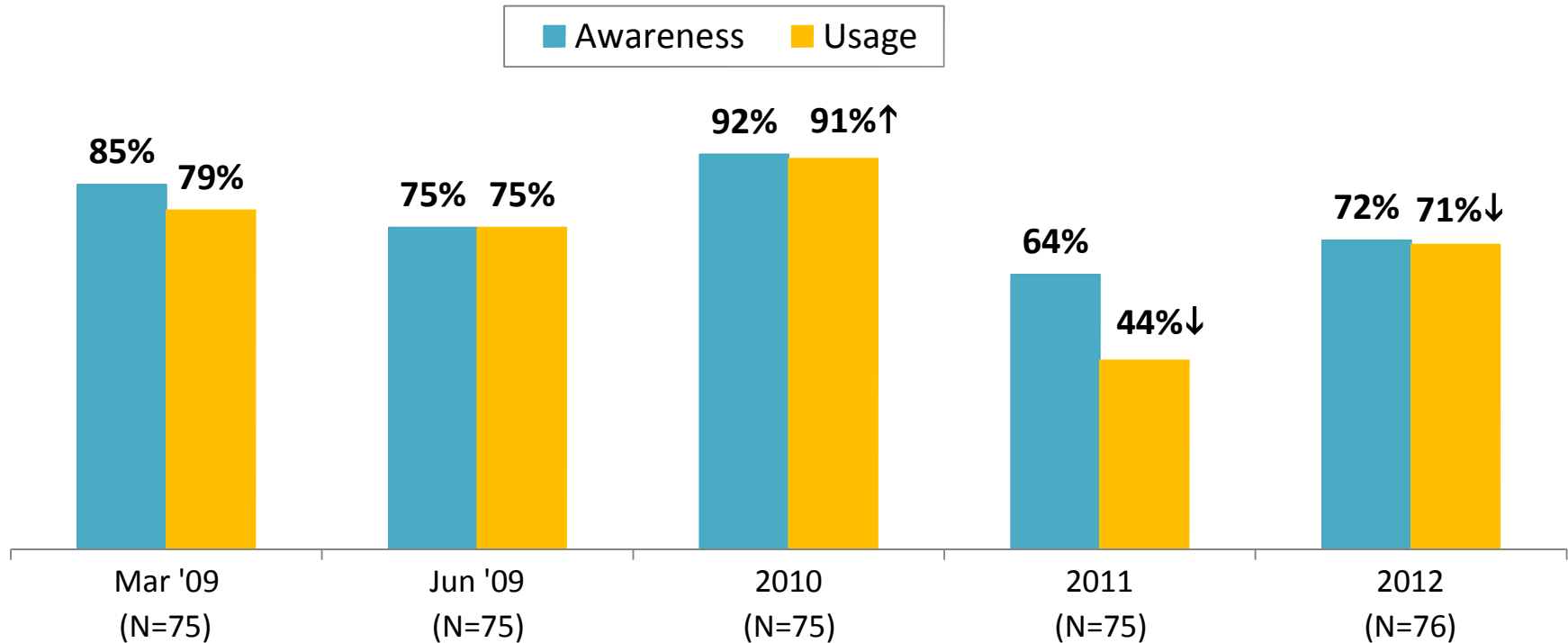


C1. When you were responsible for changing the motor oil in the past, what did you do with the used motor oil? (Aided)

↑/↓ = Significantly above/below previous wave at 95% confidence level

Awareness/Usage of Certified Collection Centers in the Community

🔥 *Seven-in-ten General Market respondents in 2012 are both aware of and use Certified Collection Centers, with usage increasing over 2011 (which had a steep decline from previous waves).*

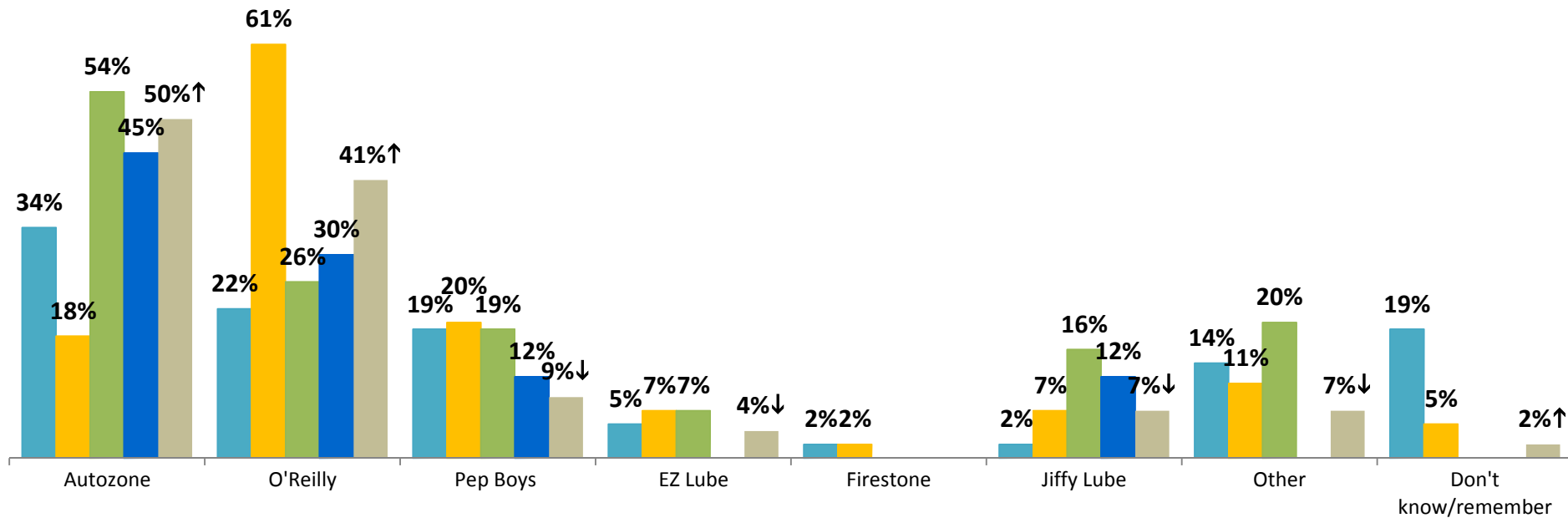


Certified Collection Centers Used

Autozone and O'Reilly are the most frequently used Certified Collection Centers that General Market respondents took their used motor oil to.

% of Respondents Who Have Used Certified Collection Center to Recycle Used Motor Oil

■ Mar '09 (N=59)
 ■ Jun '09 (N=56)
 ■ 2010 (N=68)
 ■ 2011 (N=33)
 ■ 2012 (N=54)

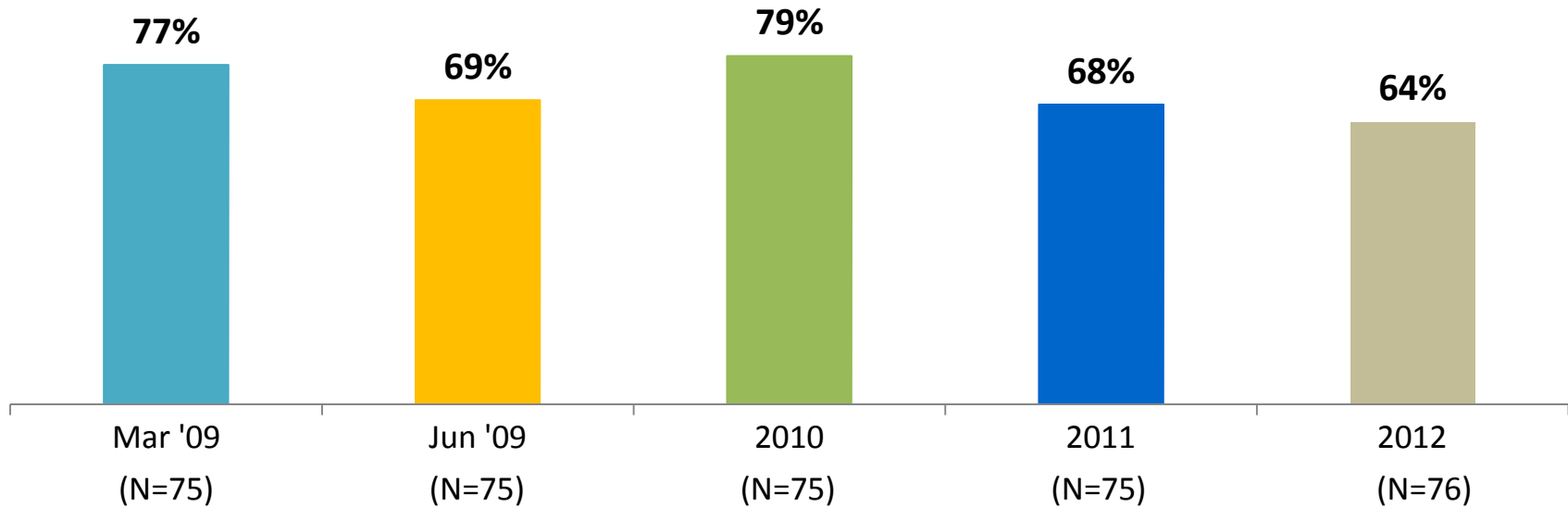


C4. Which center did you use?

↑/↓ = Significantly above/below previous wave at 95% confidence level

Finding Information about Certified Collection Centers

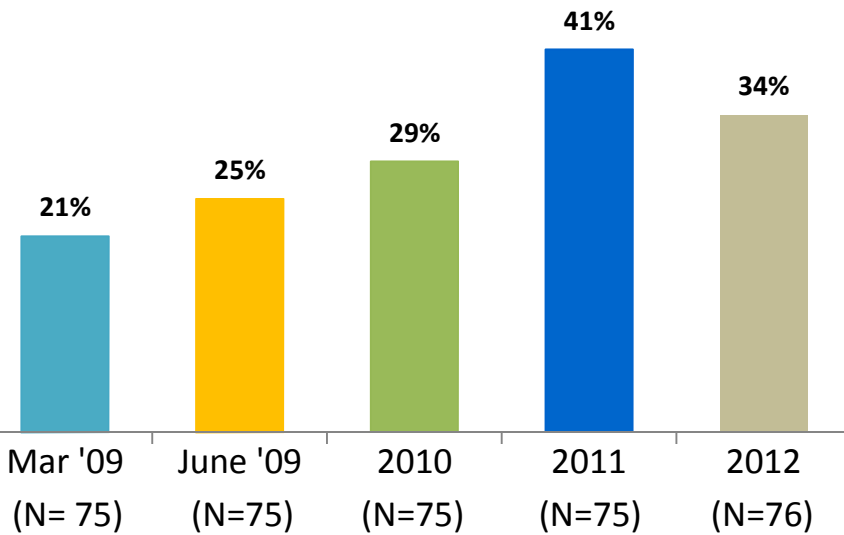
🔍 **Nearly two-thirds of 2012 General Market respondents know how to find information about Certified Collection Centers, at parity with 2011 (which had decreased from the spike seen in 2010).**



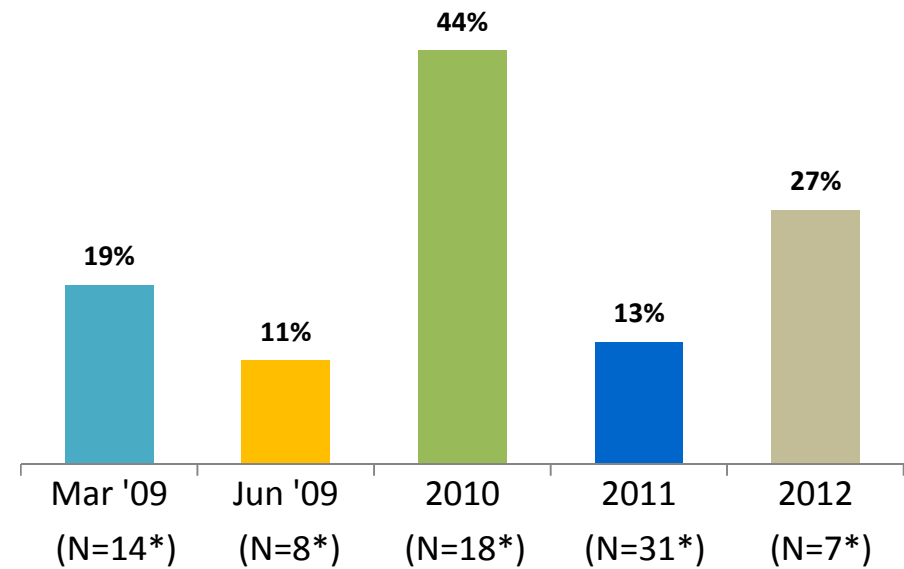
Heard/Called 1 (888) CLEAN-LA

4-in-10 General Market respondent have heard of (888) CLEAN LA, a slight decrease from 2011, though still trending upward from previous waves.

Heard of



Called



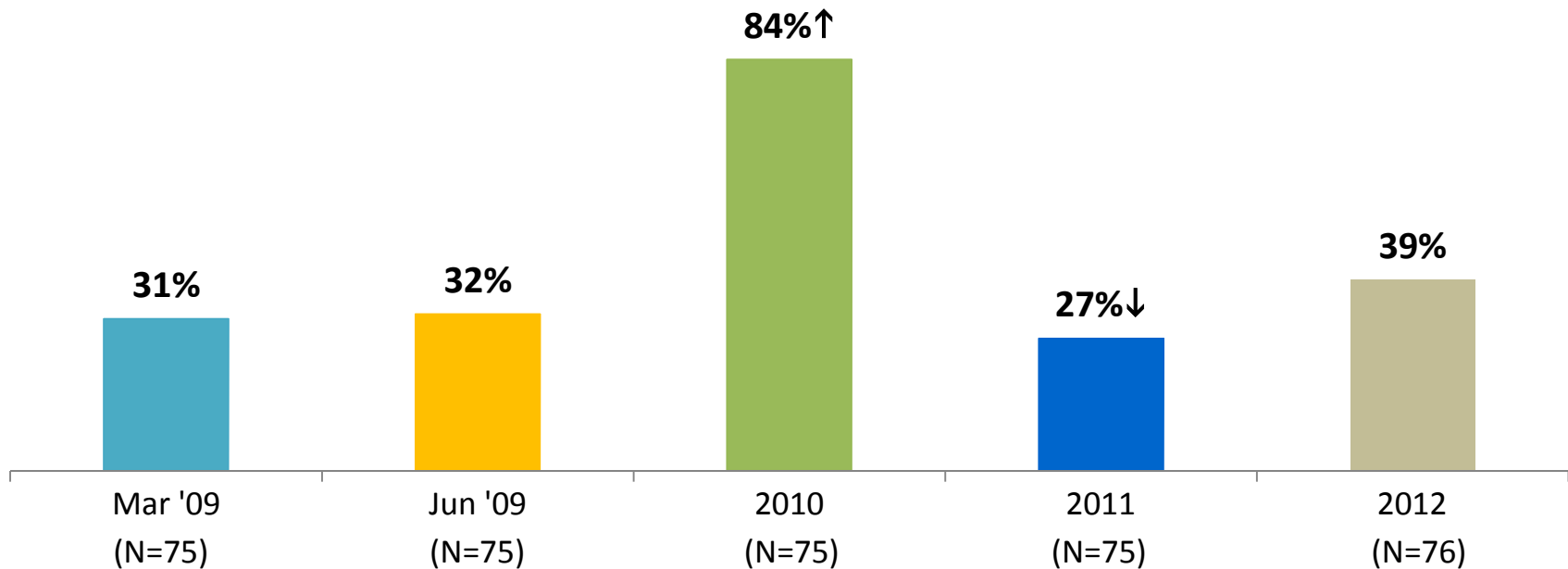
C6a/C6b. Have you heard of 1 (888) CLEAN LA, the toll-free number? Have you ever called 1 (888) CLEAN LA?

* Caution: small base

↑/↓= Significantly above/below previous wave at 95% confidence level

Advertising Awareness Promoting Used Motor Oil and Filter Recycling

🔥 **2012 advertising awareness of promoting the recycling of used motor oil and filters rebounds in 2012 up to 39% (directionally above the 27% in 2011 which was a steep decline from the spike seen in 2010).**

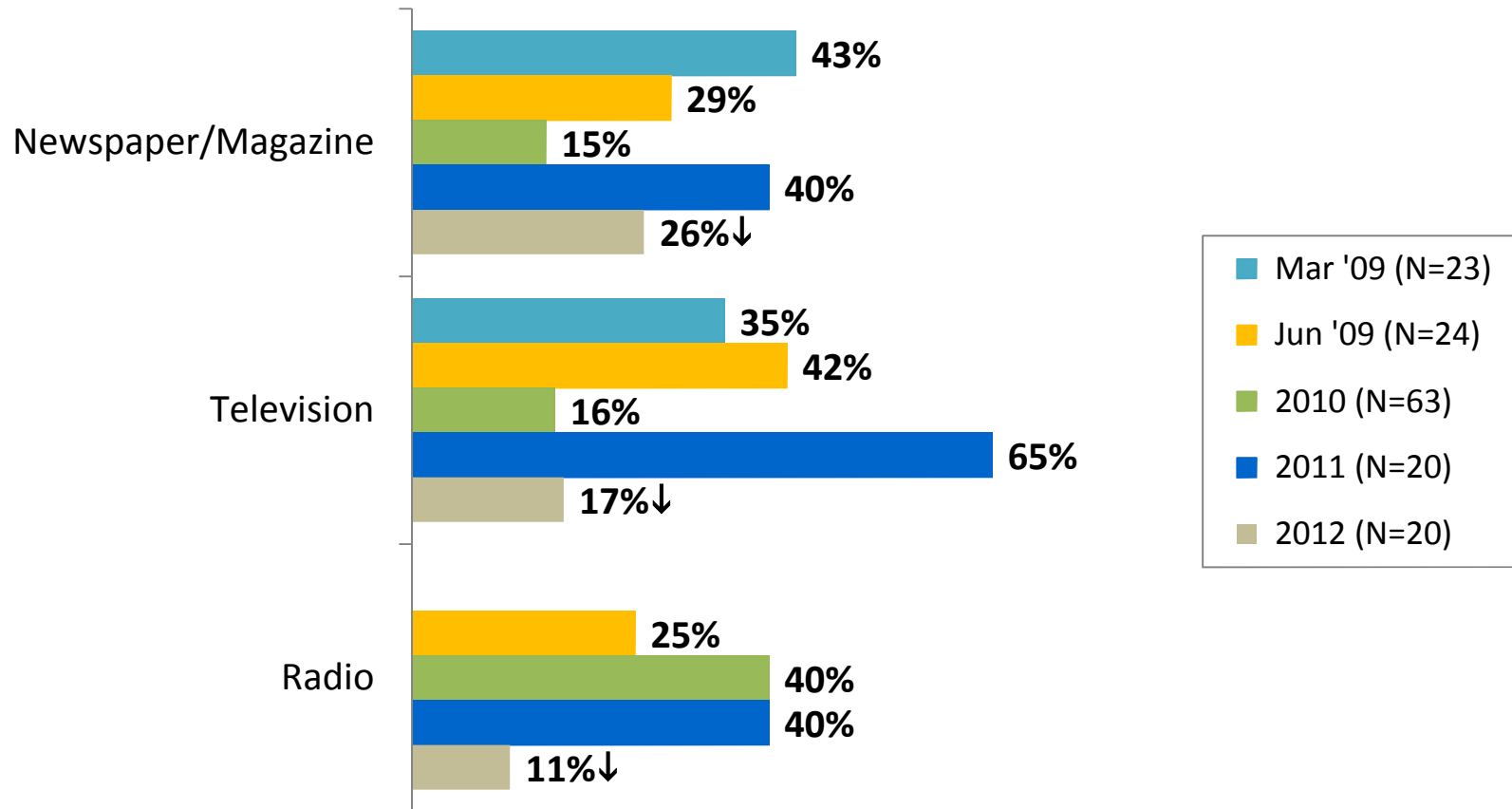


A1. Have you recently seen or heard any advertisement that raise awareness and promotes used motor oil and filter recycling? This includes any advertisement on television, magazine, newspaper, radio, or billboard/bus shelters, etc.

↑/↓ = Significantly above/below previous wave at 95% confidence level

Source of Advertising Awareness


🔥 **Newspaper/magazine (26%) is the top-ranked source of ad awareness among 2012 General Market respondents, followed by TV (17%) and radio (11%).**



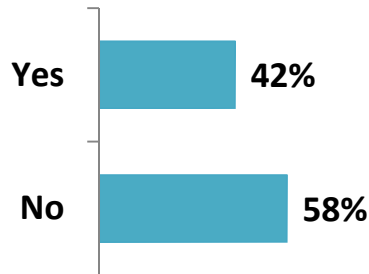
A2. Please tell me where you recently saw or heard the advertisement promoting used motor oil and filters recycling. Was it on . . . ? (Aided)

↑/↓= Significantly above/below previous wave at 95% confidence level

Aided Print Recall/Source of Print Recall/ Print Ad Perceptions

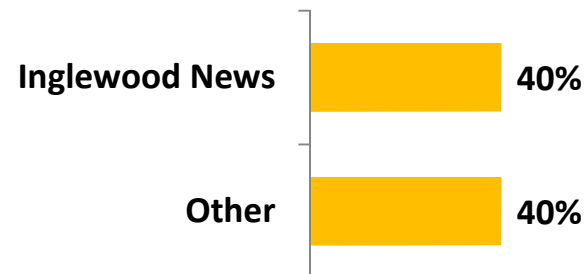
 For those few who saw print advertising, nearly two-thirds recalled the aided print stimuli. Most or all respondents who recalled the aided print stimuli had favorable perceptions.

P3. Was this the advertising you saw?



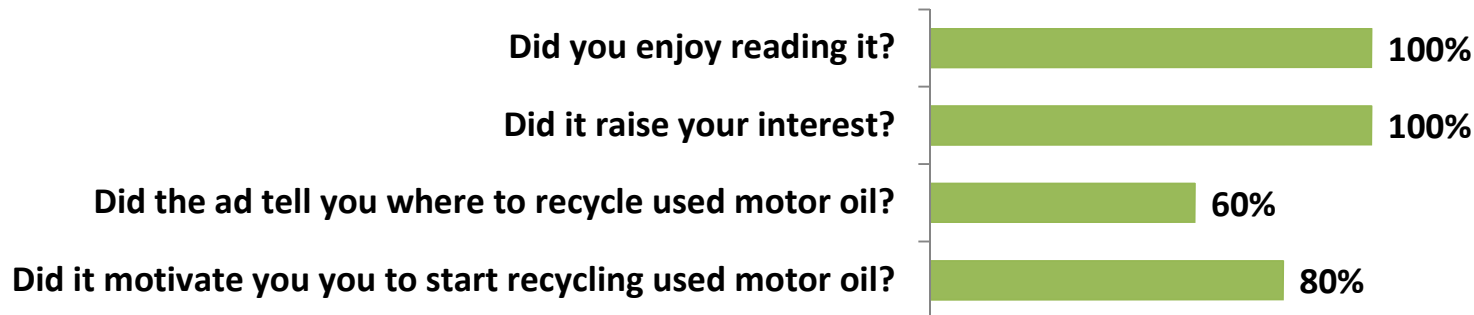
Base: N=12*

P1. What was the name of newspaper/magazine where you saw this ad . . . ?



Base: N=5*

P4. Please describe how you may or may not feel about this ad . . . ?



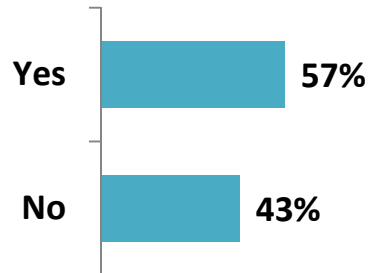
Base: N=5*

* Caution: small base

Aided Radio Recall/Source of Radio Recall/ Radio Ad Perceptions

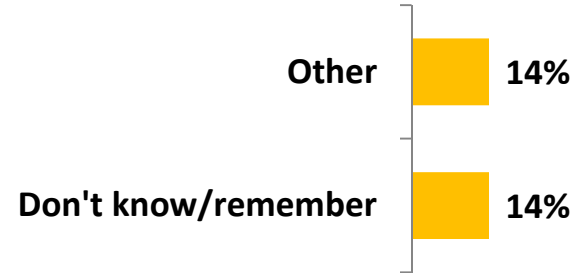
🔥 For those very few General Market respondents who recalled hearing radio advertising, over half (4 of 7) recalled the ad, and all enjoyed it.

R3. Was this the advertising you heard?



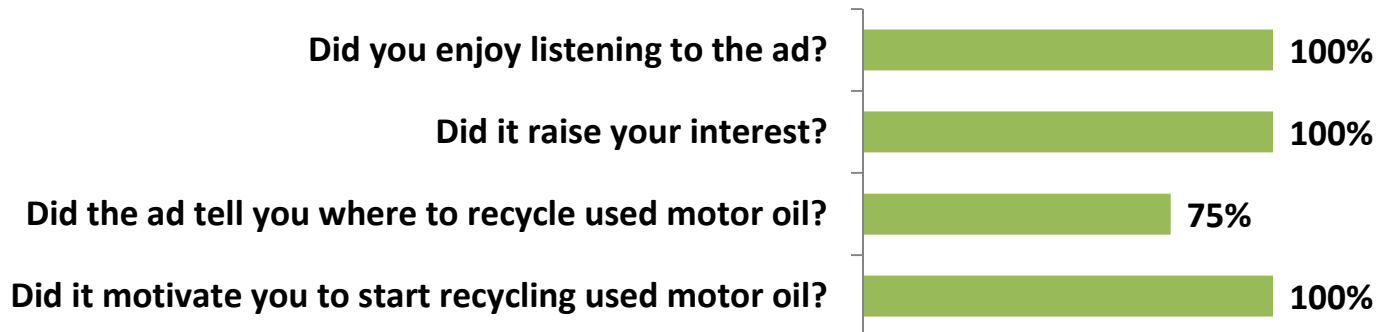
Base: N=7*

R1. What was the name of radio station where you heard this ad . . . ?



Base: N=4*

R4. Please describe how you may or may not feel about the radio ad you heard . . . ?



Base: N=4*

Website Awareness, Usage & Reasons for Usage

🔦 Nearly half of 2012 General Market respondents are aware of www.CleanLA.com, with 14% of those aware having visited the website.

Awareness/Visited Website

46%↓



Awareness
(N=76)

14%



Visited
(N=35)

Visited website to find information on...
(N=35)

14%↓



CCC to recycle used motor oil

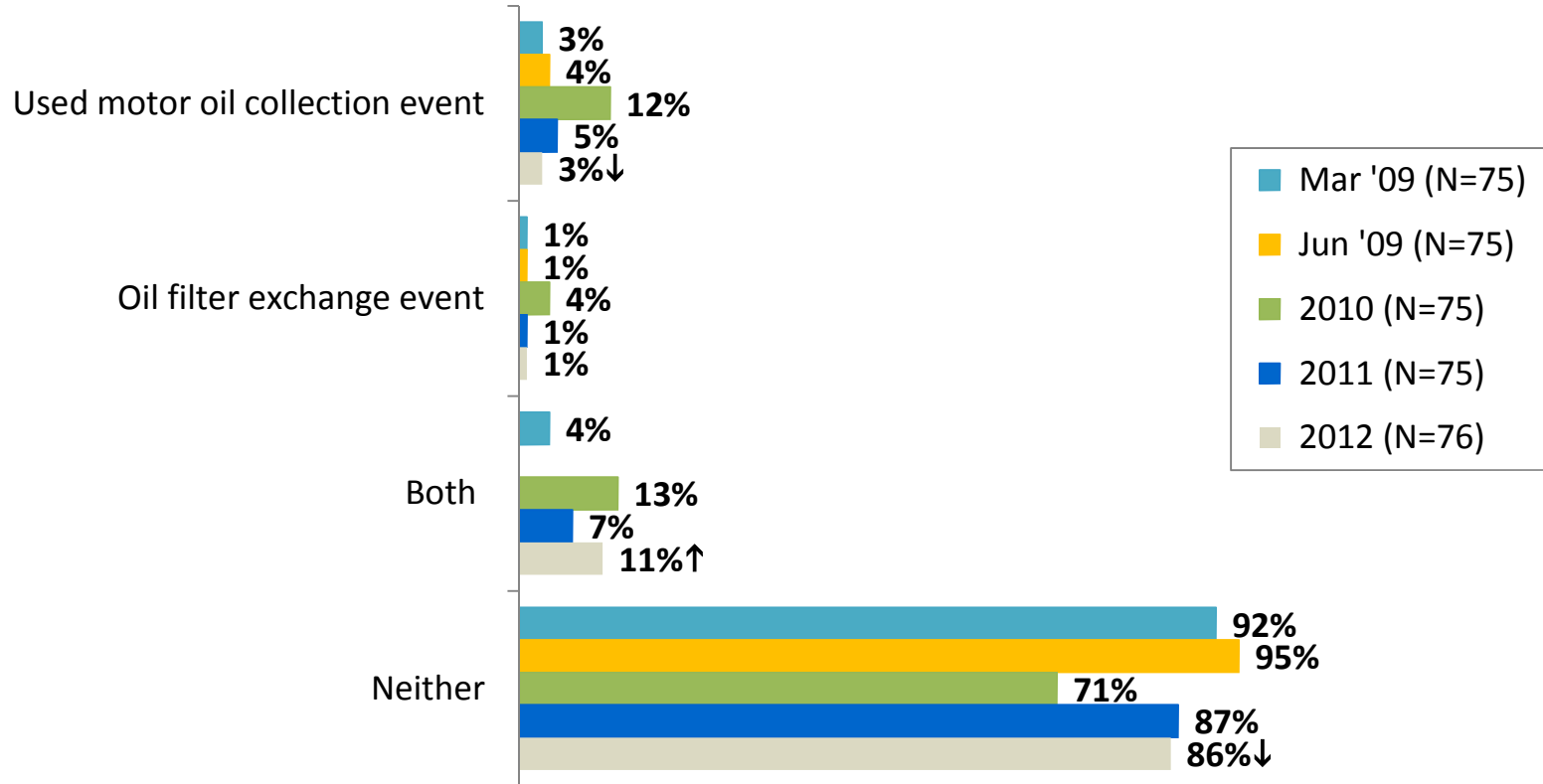
6%



Recycling Collection Events

Event Attendance

- General Market recycling event attendance continues to remain low in 2012, with 14% having attended an event (comparable to 2011). Most of those 14% who have attended went to an event that had both used motor oil collection and used oil filter exchanges.

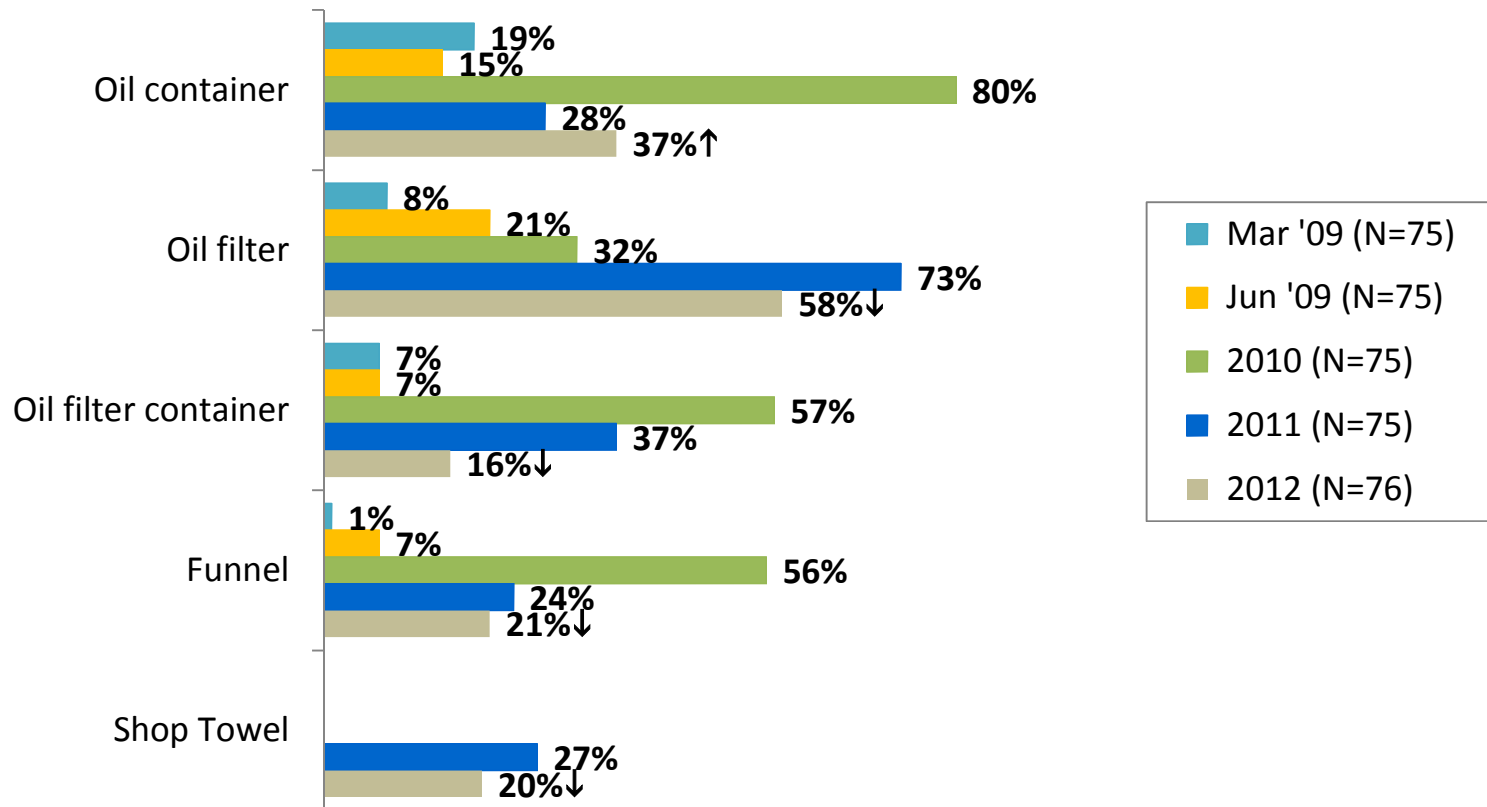


E1. Have you attended any of the following events in Los Angeles County?

↑/↓= Significantly above/below previous wave at 95% confidence level

Functional Items

In 2012, 58% of General Market respondents indicated that receiving an Oil Filter would inspire them to participate at a collection or exchange event, followed by an oil container (37%).



E4. Which of the following promotional items would you be most interested in receiving in exchange for recycling your used motor oil or filter at a collection or filter exchange event – that is to say, which item would most inspire you to participate at a collection or exchange event?

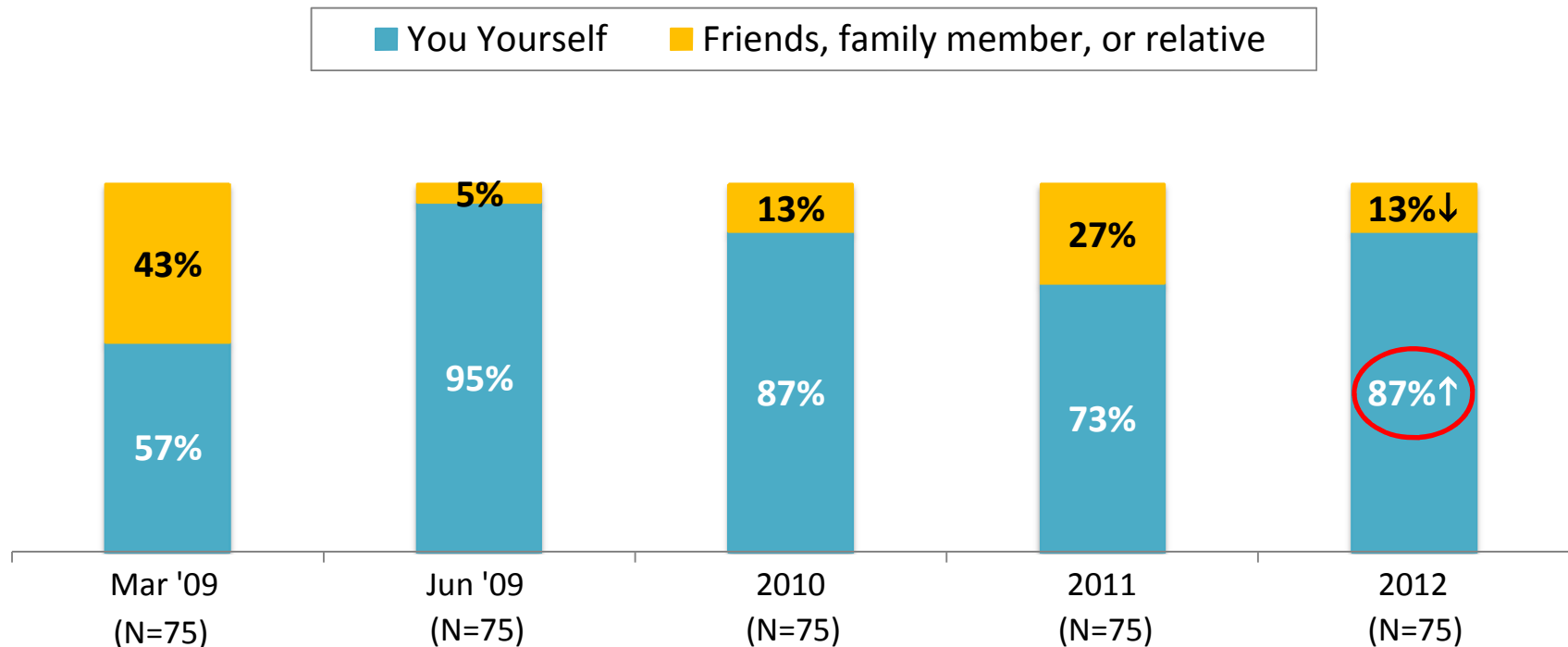
↑/↓= Significantly above/below previous wave at 95% confidence level



Hispanic Results

Who Performed the Oil Changes for Your Vehicle?

🔥 Nearly nine-in-ten target Hispanics in 2012 are DIYers, an increase over 2011 (which declined compared to previous waves).

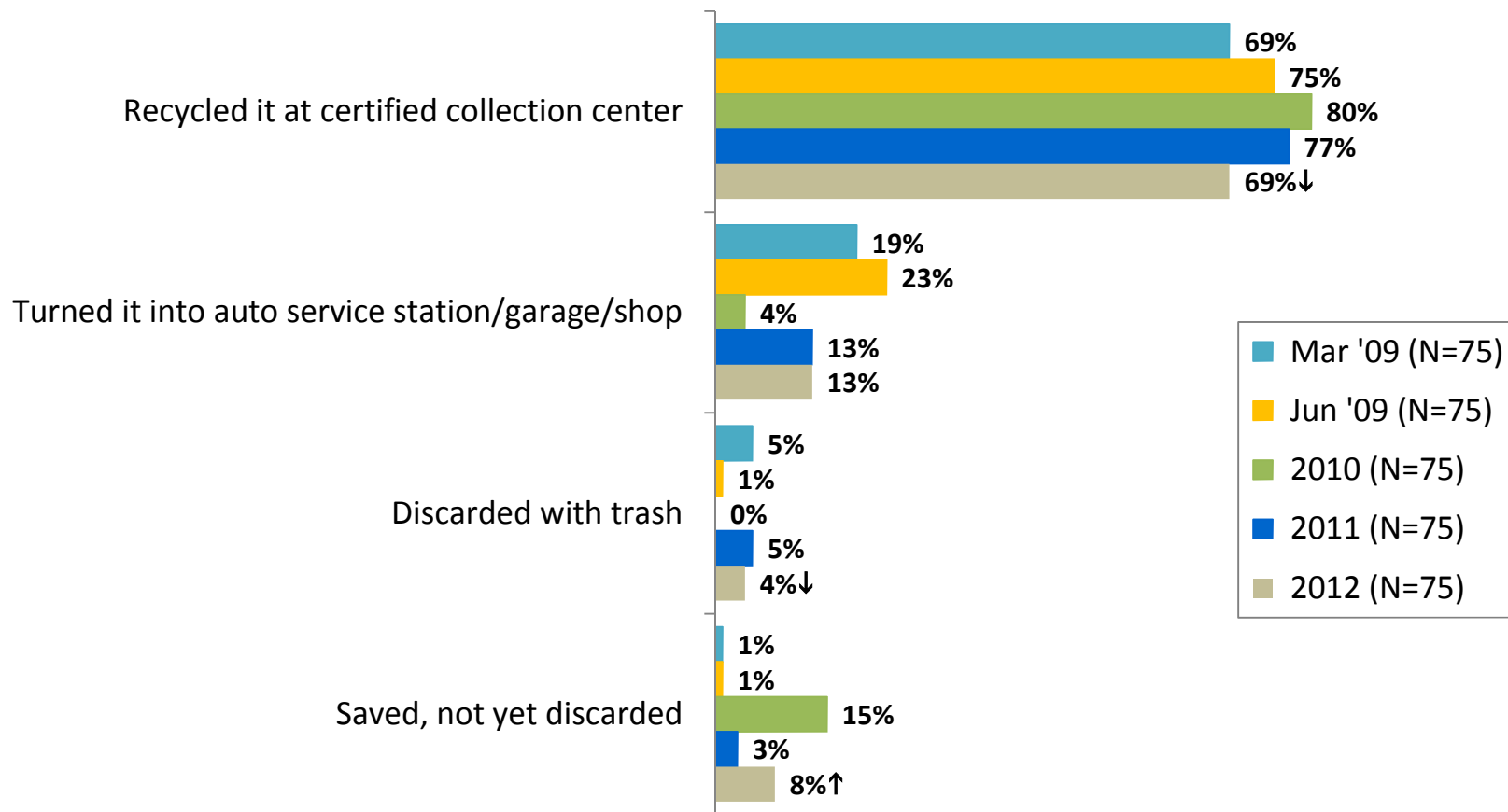


S11. Who performed the oil changes for the vehicle you're responsible for? Was it....? (Aided)

↑/↓ = Significantly above/below previous wave at 95% confidence level

What Did You Do with the Used Motor Oil

Seven-in-ten Hispanics recycle their used motor oil at a Certified Collection Center, a directional decline from 2011. Overall over eight-in-ten Hispanics recycle their used motor oil.

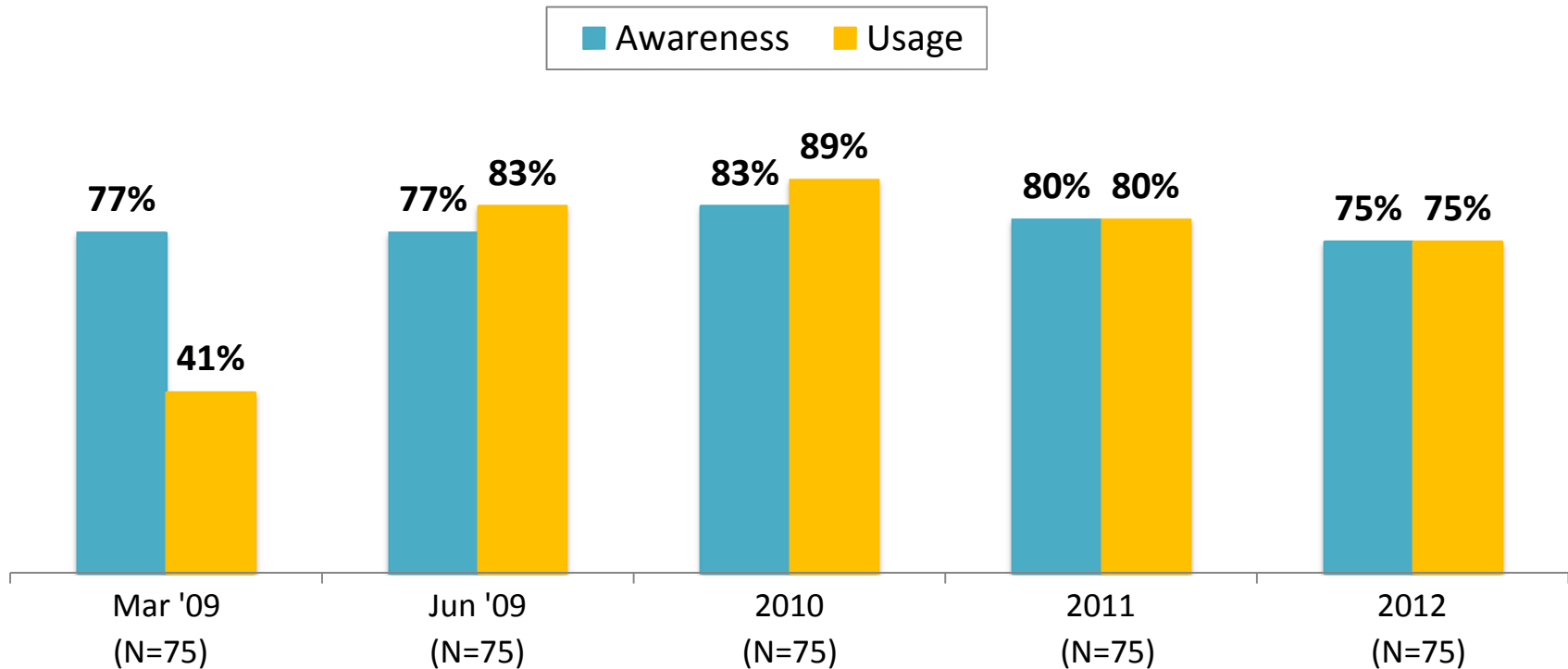


C1. When you were responsible for changing the motor oil in the past, what did you do with the used motor oil? (Aided)

↑/↓ = Significantly above/below previous wave at 95% confidence level

Awareness of Certified Collection Centers in the Community

🔥 *Three-quarters of 2012 Hispanics are aware of and have used Certified Collection Centers (comparable to 2011).*

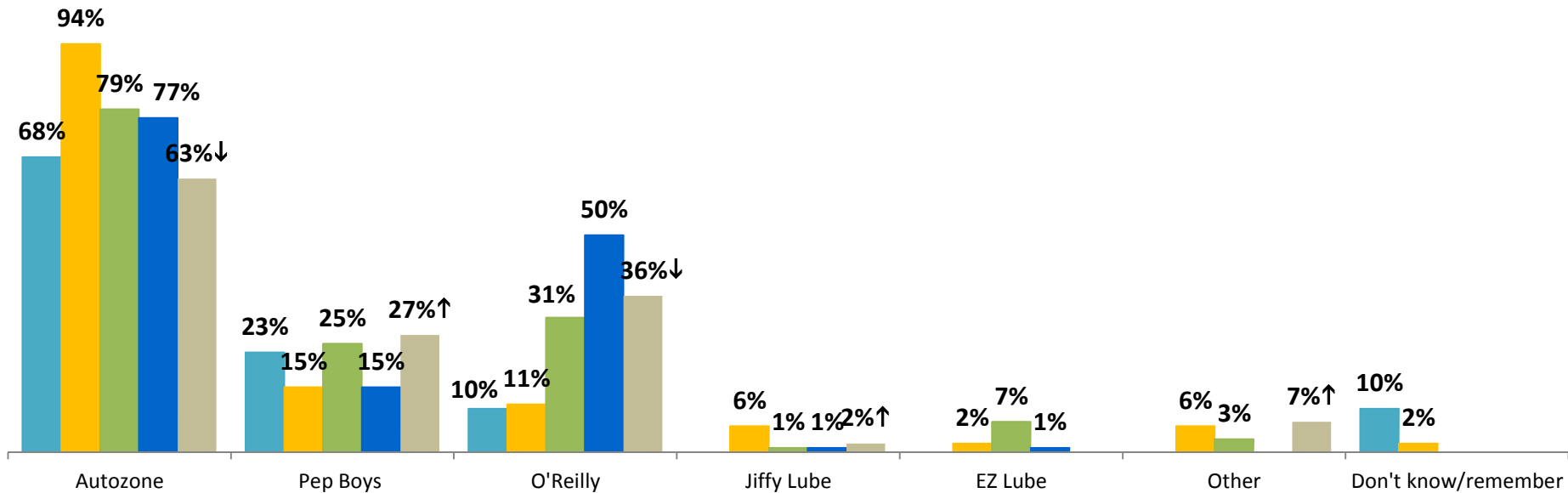


Certified Collection Centers Used

🔥 **Autozone continued to be the most used center by Hispanics for recycling used motor oil at (63%), followed by O'Reilly (36%) and Pep Boys (27%).**

% of Respondents Who Have Used Certified Collection Center to Recycle Used Motor Oil

■ Mar '09 (N=31*) ■ Jun '09 (N=62) ■ 2010 (N=68) ■ 2011 (N=60) ■ 2012 (N=56)



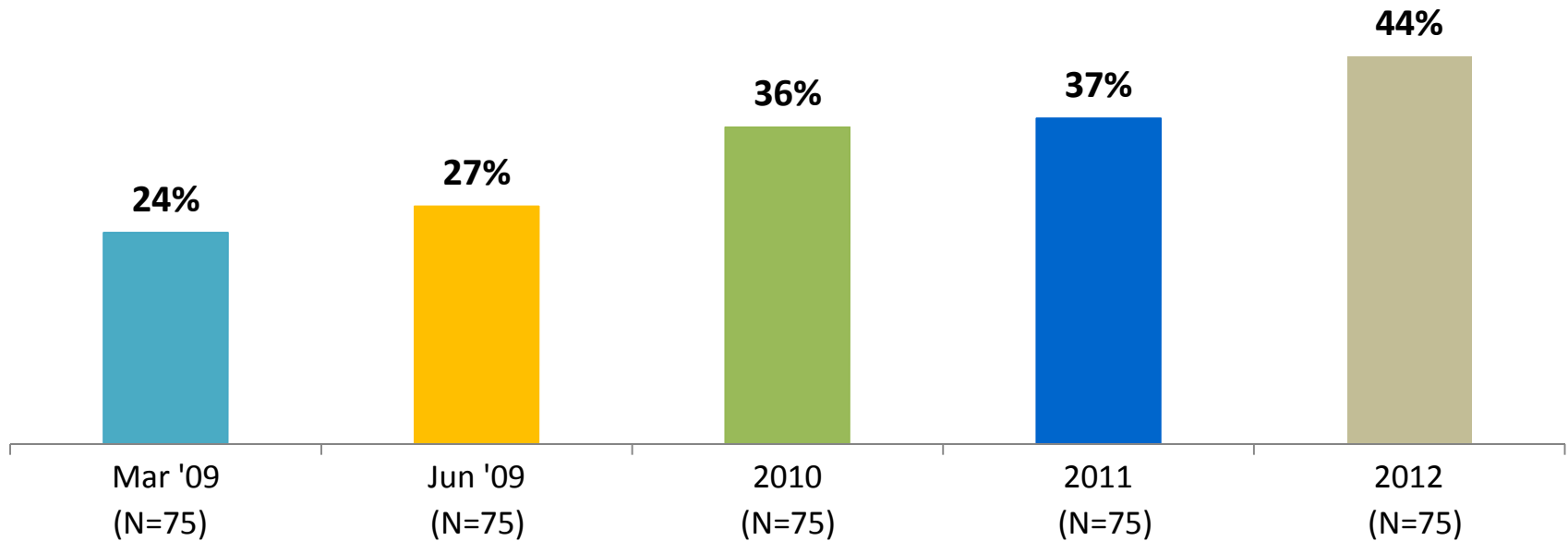
C4. Which center did you use?

* Caution: small base

↑/↓= Significantly above/below previous wave at 95% confidence level

Finding Information about Certified Collection Centers

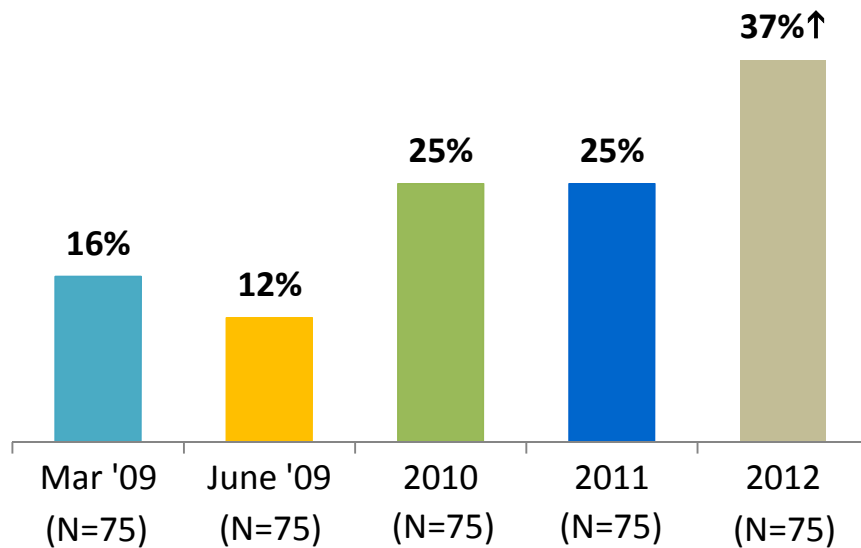
🔥 *Hispanic knowledge of how to find information about local Certified Collection Centers is directionally higher in 2012 (44%) compared to previous years.*



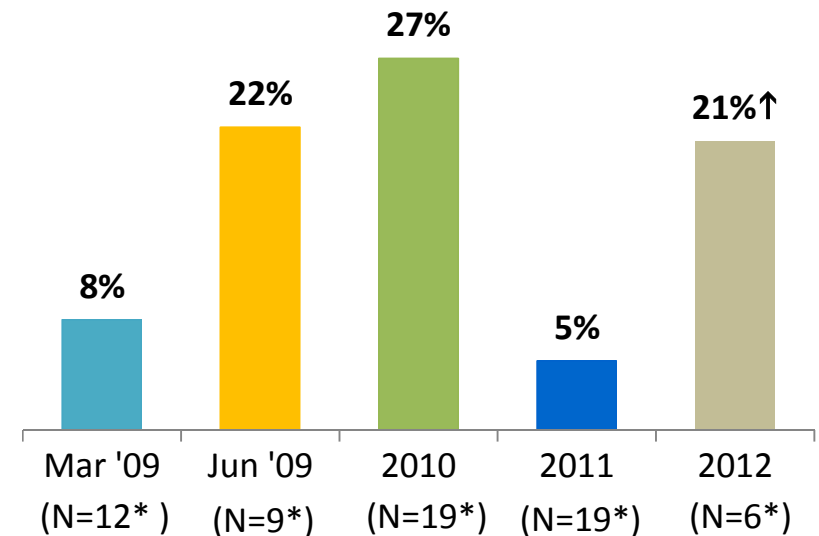
Heard/Called 1 (888) CLEAN-LA

 **Awareness of 1 (888) CLEAN-LA among Hispanic respondents increases in 2012 to 37%, compared to 25% awareness seen in 2011 and 2010.**

Heard of



Called



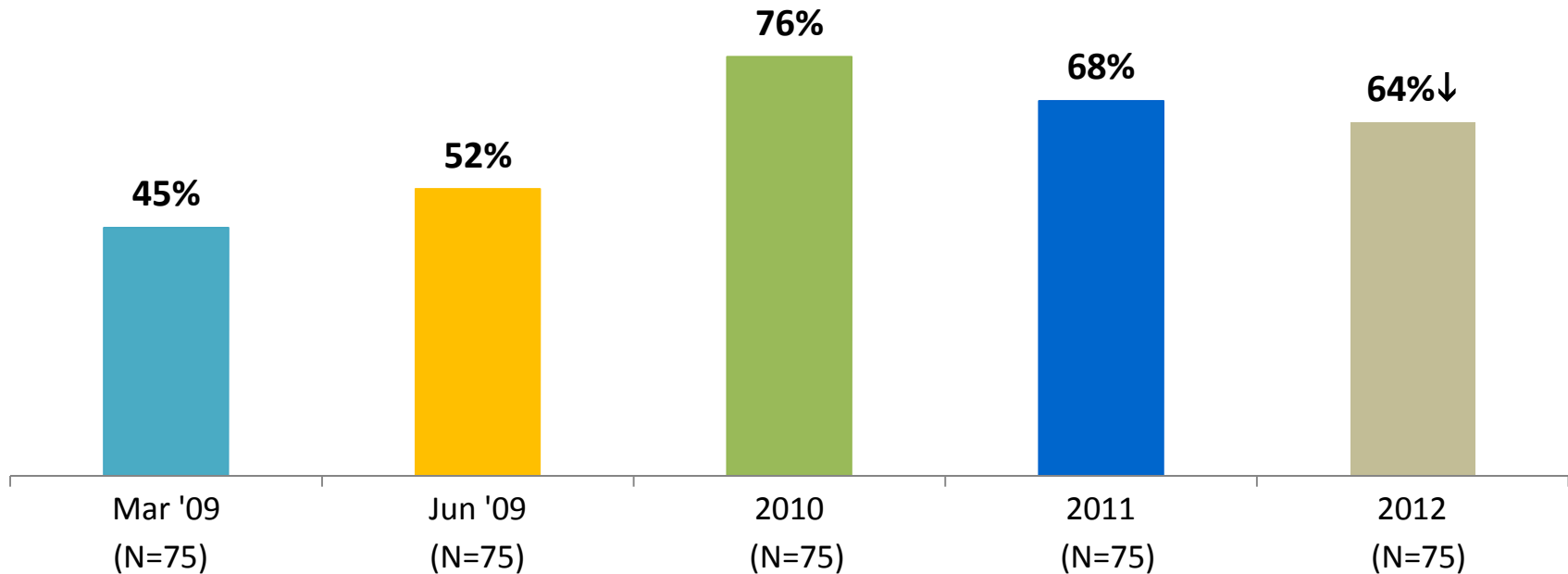
C6a/C6b. Have you heard of 1 (888) CLEAN LA, the toll-free number? Have you ever called 1 (888) CLEAN LA?

* Caution: small base

↑/↓= Significantly above/below previous wave at 95% confidence level

Advertising Awareness Promoting Used Motor Oil and Filter Recycling

🔦 Nearly two-thirds of 2012 Hispanics (64%) are aware of advertising that promotes used motor oil recycling, comparable to 2011 ad awareness (68%).



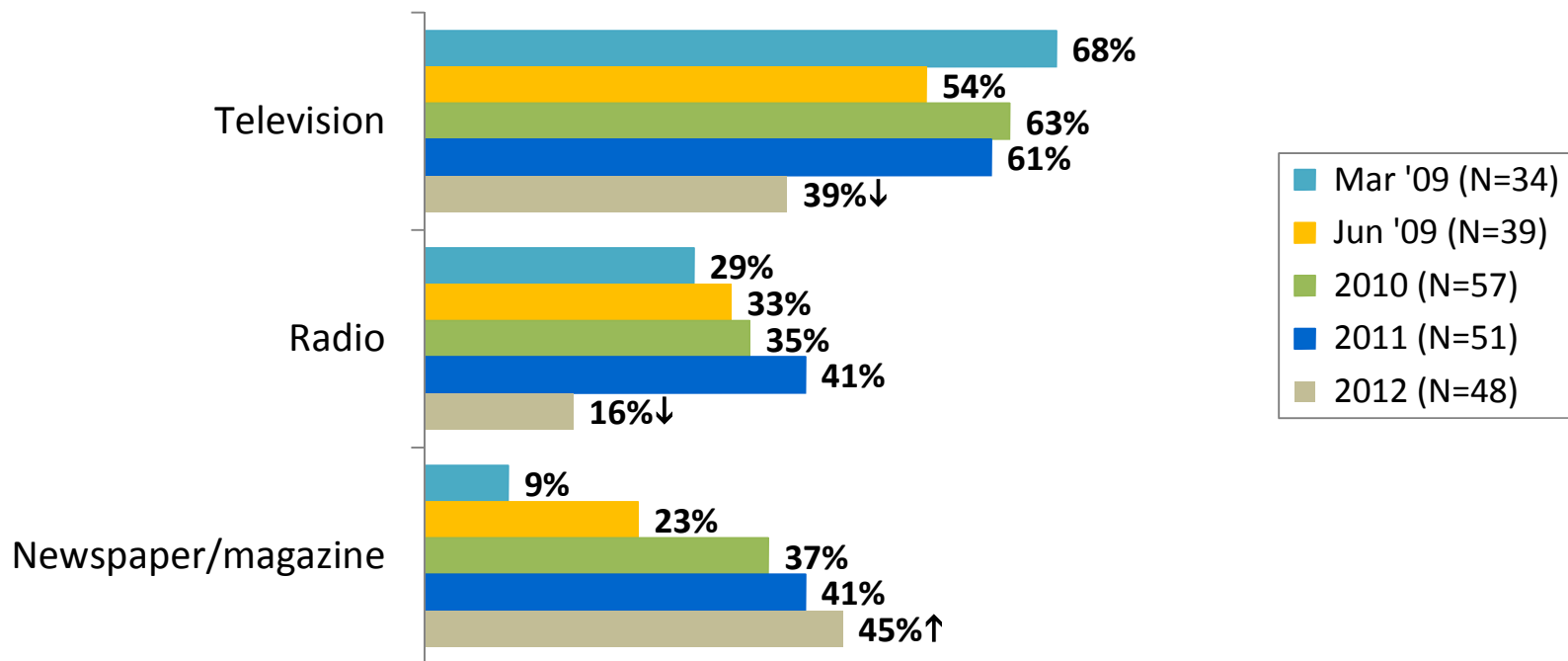
A1. Have you recently seen or heard any advertisement that raise awareness and promotes used motor oil and filter recycling? This includes any advertisement on television, magazine, newspaper, radio, or billboard/bus shelters, etc.

↑/↓= Significantly above/below previous wave at 95% confidence level

Source of Advertising Awareness

- 2012 Hispanic advertising awareness (promoting used motor oil/filter recycling) is highest for newspaper/magazine (45%), and TV (39% down from 61% in 2011), with radio ad awareness conveyed at a secondary level (16% - down from 41% in 2011).

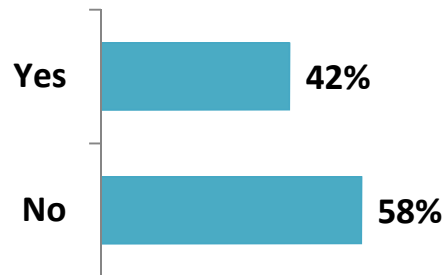
% of Respondents Who Have Recently Seen or Heard Any Spanish Advertising Promoting Used Motor Oil and Filter Recycling



Aided TV Recall/Source of TV Recall/ TV Commercial Perceptions

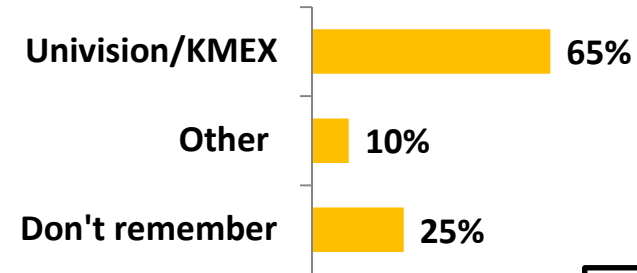
🔥 **When aided, 42% of 2012 Hispanics recalled the “DPW” Spanish-language ad, with two-thirds recalling it from Univision/KMEX. Reactions to the ad are very favorable among those who recalled it (everyone indicating it raised their interest in recycling used motor oil).**

A3. Was this the advertising you saw?



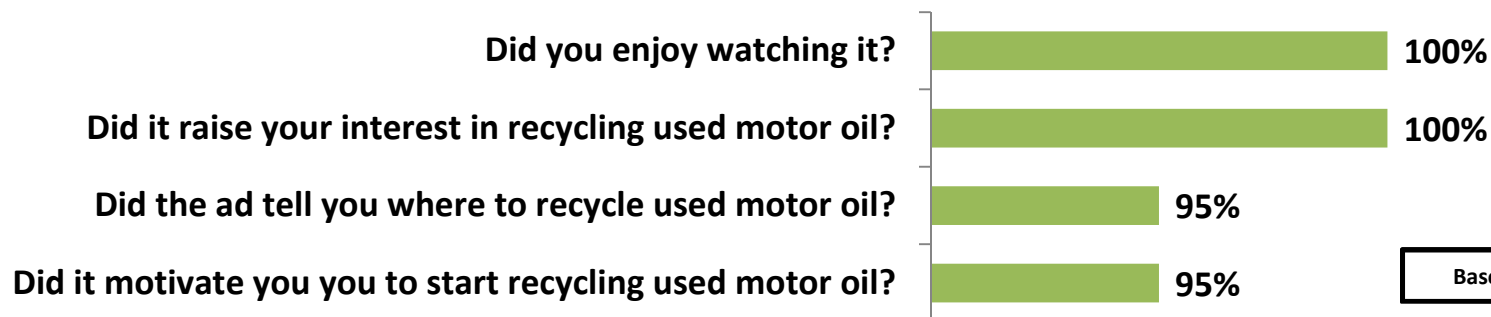
Base: N=48

A3a. What was the name of TV station/channel where you saw this ad?



Base: N=20*

A6. Please describe how you may or may not feel about this commercial . . . ?



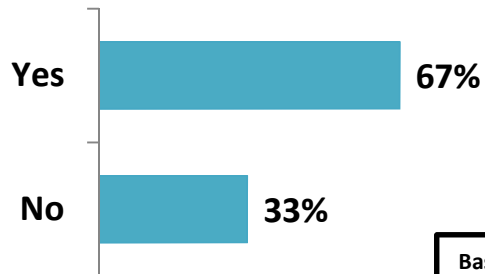
Base: N=20*

* Caution: small base

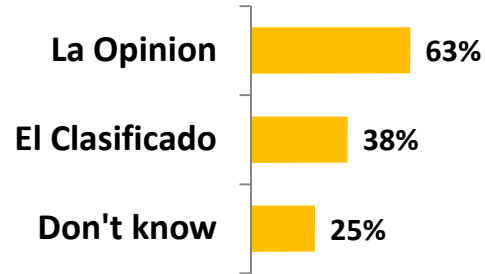
Aided Print Recall/Source of Print Recall/ Print Ad Perceptions

Of the few Hispanic respondents who recalled seeing print advertising, 67% specifically remember the aided specific Spanish-language print ad (two-third recalling it from La Opinion), with everyone liking the print ad.

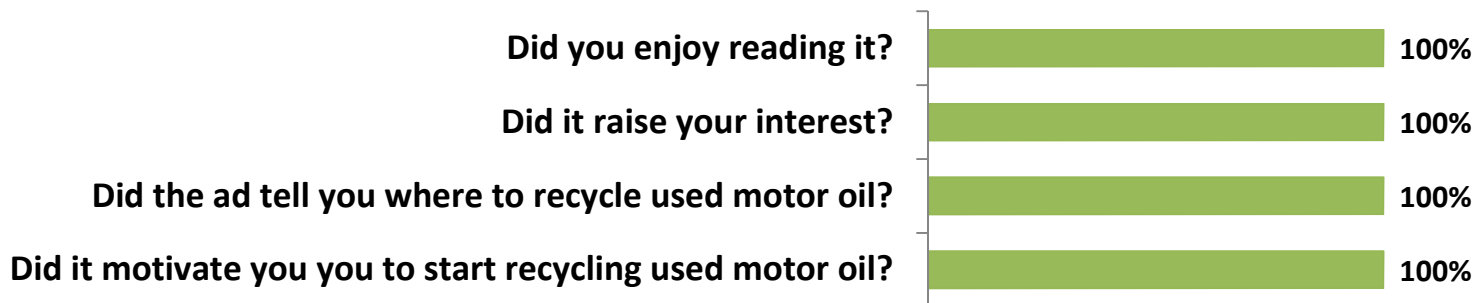
P3. Was this the advertising you saw?



P1. What was the name of newspaper/magazine where you saw this ad . . . ?



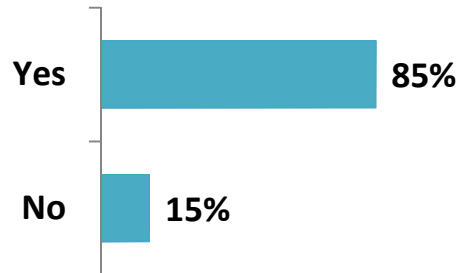
P4. Please describe how you may or may not feel about this ad . . . ?



Aided Radio Recall/Source of Radio Recall/ Radio Ad Perceptions

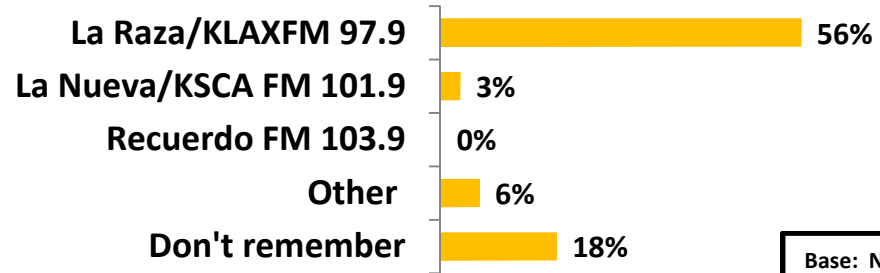
Of Hispanic respondents who heard radio advertising 85% recalled previously hearing the specific radio spot, over half recalling it from La Raza/KLAX 97.9. and all have favorable perceptions toward the radio ad.

R3. Was this the advertising you heard?



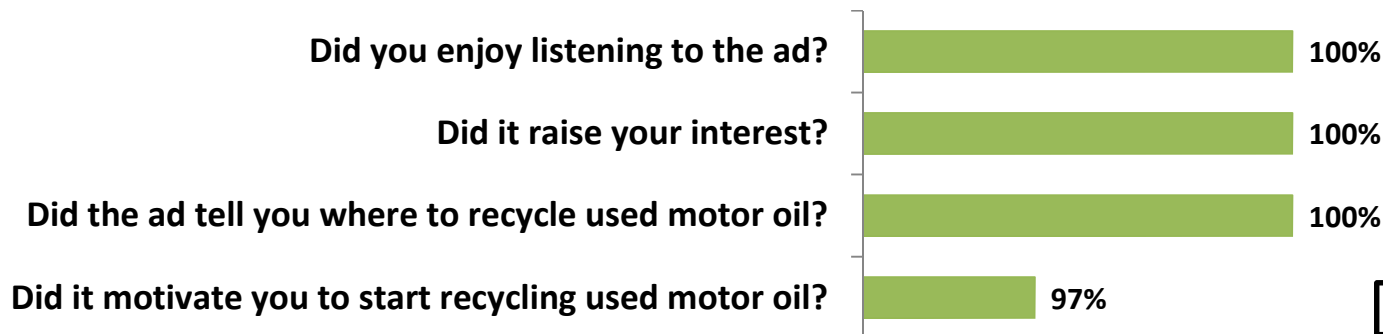
Base: N=34*

R1. What was the name of radio station where you heard this ad?



Base: N=29*

R4. Please describe how you may or may not feel about the radio ad you heard . . . ?

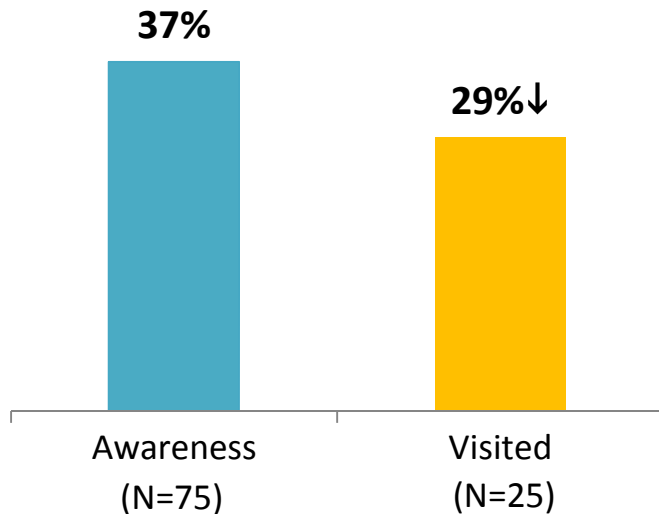


Base: N=29*

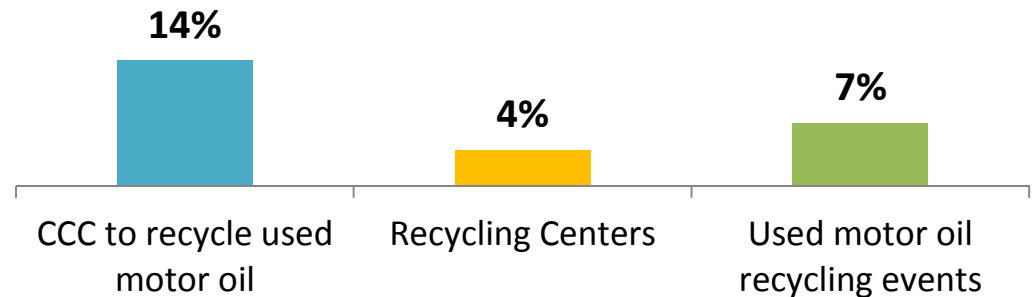
Website Awareness, Usage & Reasons for Usage

🔥 Over one-third of 2012 Hispanic respondents are aware of www.CleanLA.com, with under three-in-ten of those aware having visited the website.

Awareness/Visited Website

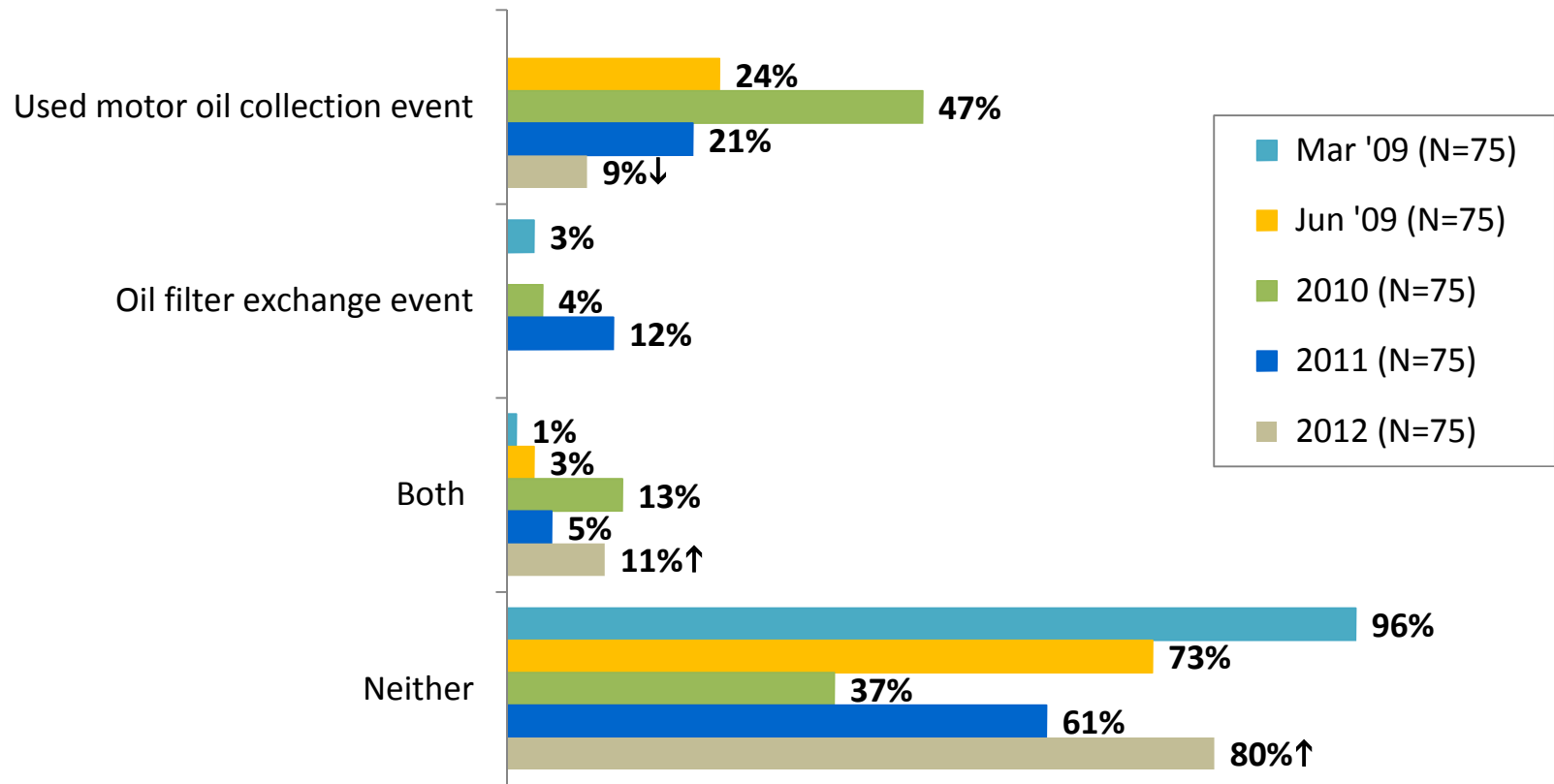


Visited website to find information on...
(N=28)



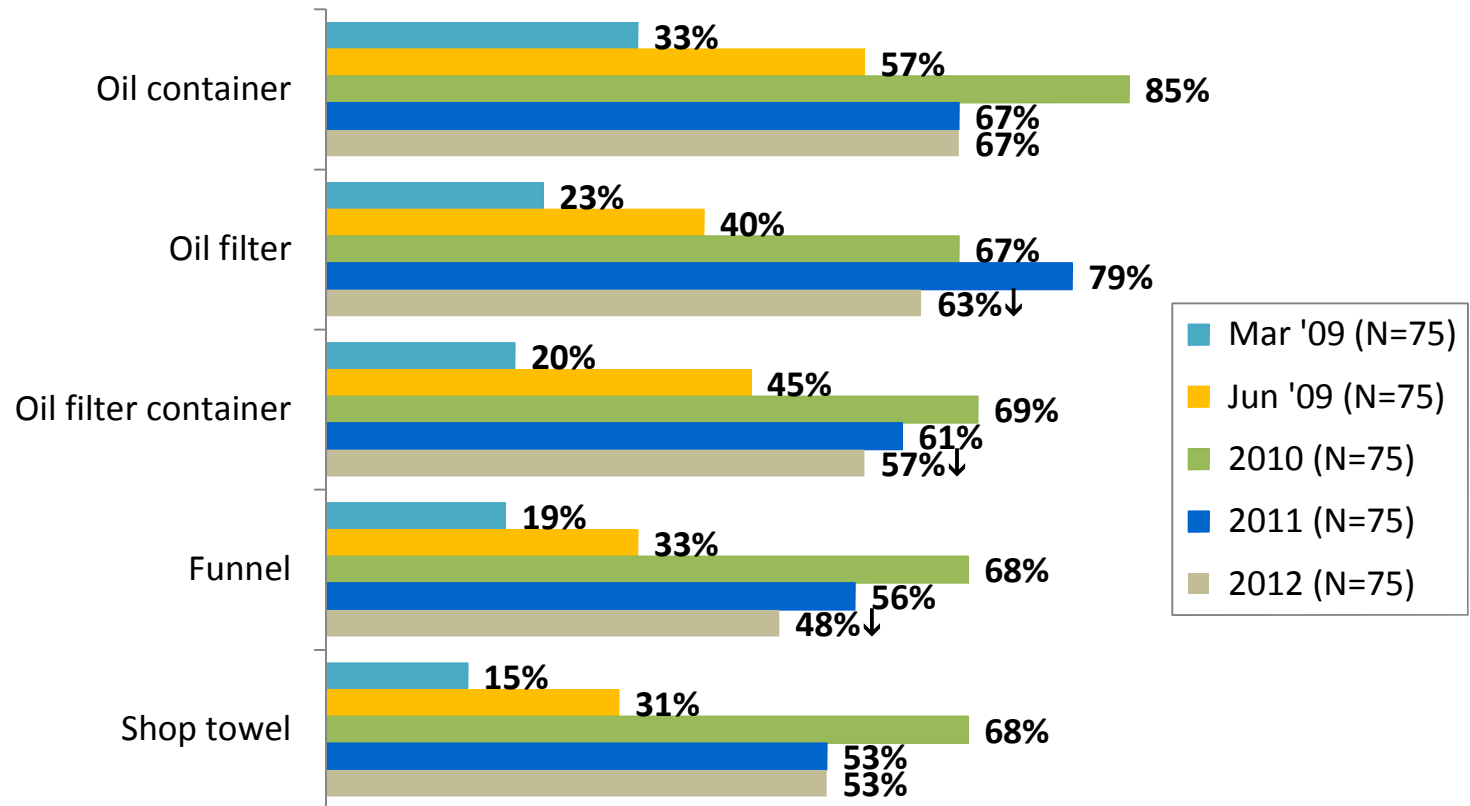
Event Attendance

In 2012, one-in-five Hispanic respondents indicate having attended a recycling event, down from 2011 Hispanic event attendance. Most of those attending went to events that had both a used motor oil collection and an oil filter exchange.



Functional Items

🔥 **Two-thirds of 2012 Hispanics express an interest in oil containers and oil filters as functional items that would make them more likely to participate in a collection or exchange event, followed by oil filter containers (57%), a shop towel (53%), and a funnel (48%).**



E4. Which of the following promotional items would you be most interested in receiving in exchange for recycling your used motor oil or filter at a collection or filter exchange event – that is to say, which item would most inspire you to participate at a collection or exchange event?

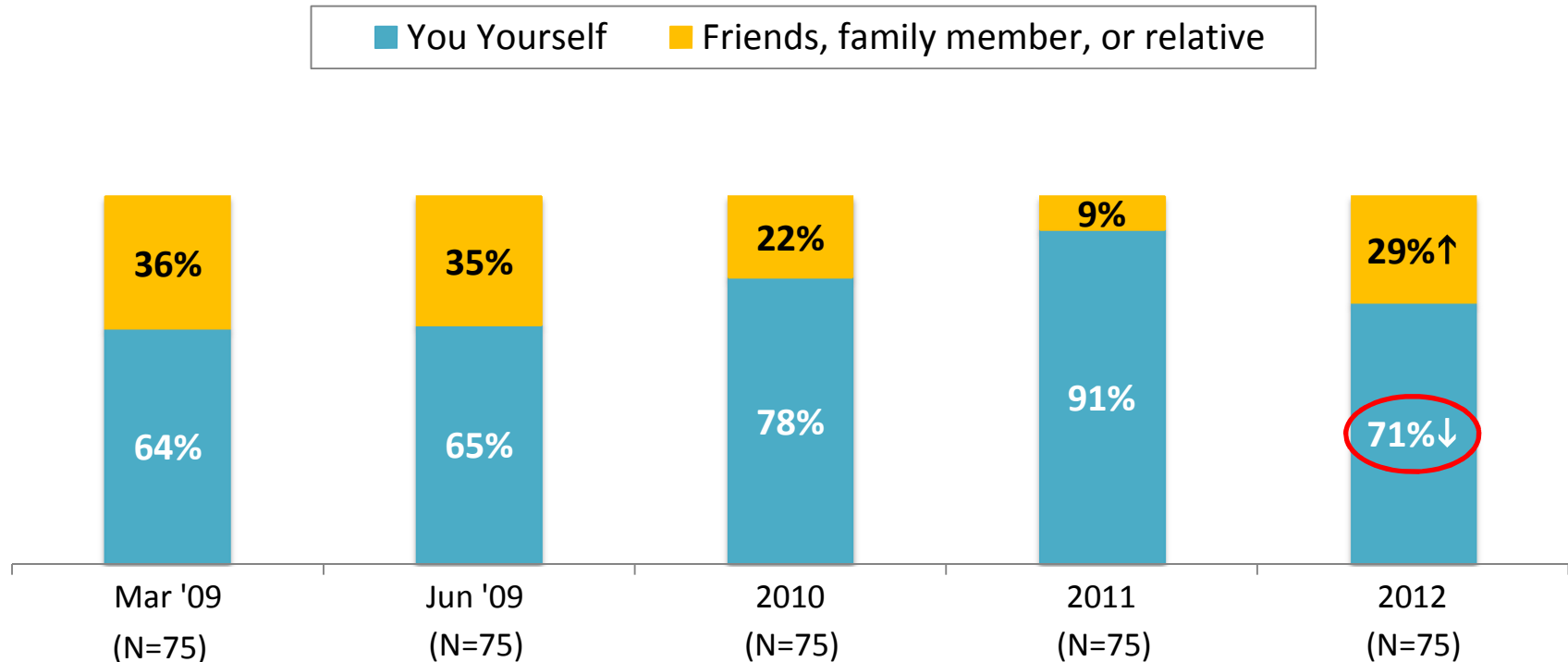
↑/↓ = Significantly above/below previous wave at 95% confidence level



Chinese Results

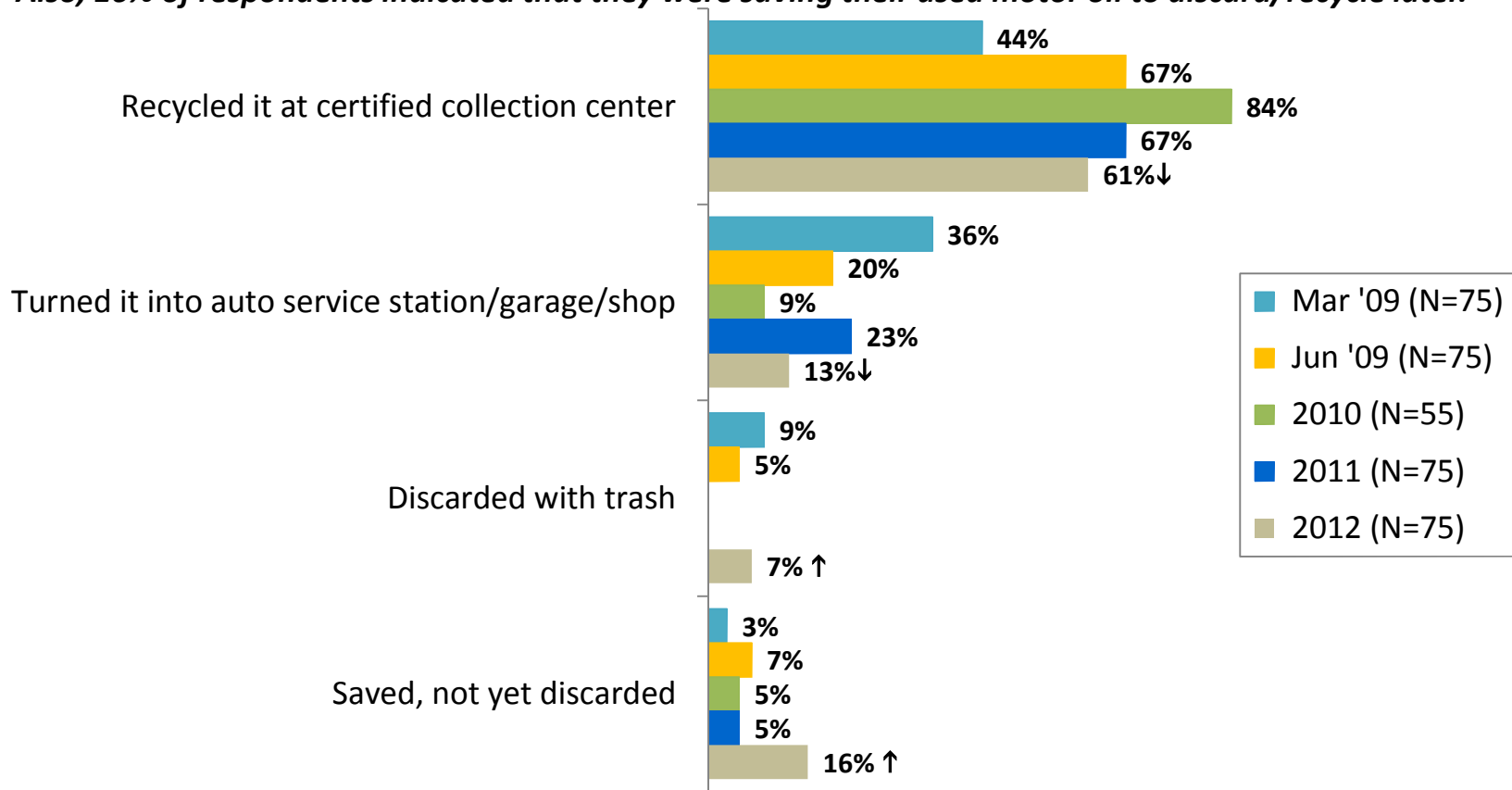
Who Performed the Oil Changes for Your Vehicle?

🔥 In 2012, 71% of Chinese respondents are DIYers, significantly lower than the 91% from 2011 (which was higher than other waves of the study).



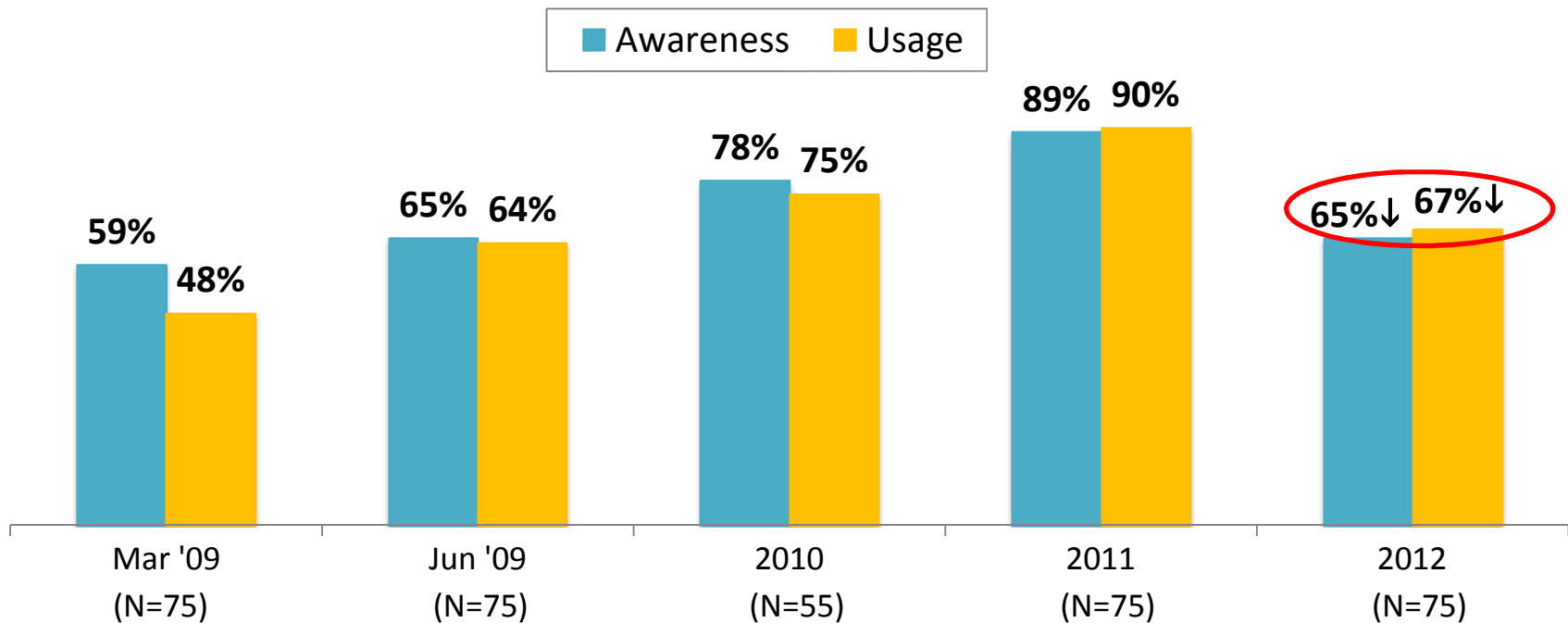
What Did You Do with the Used Motor Oil

🔥 **Six-in-ten 2012 Chinese respondents recycle their used motor oil at a Certified Collection Center (down slightly from the 67% in 2011), while another 13% turned in their used motor oil to an auto service station/garage/shop. Also, 16% of respondents indicated that they were saving their used motor oil to discard/recycle later.**



Awareness & Usage of Certified Collection Centers

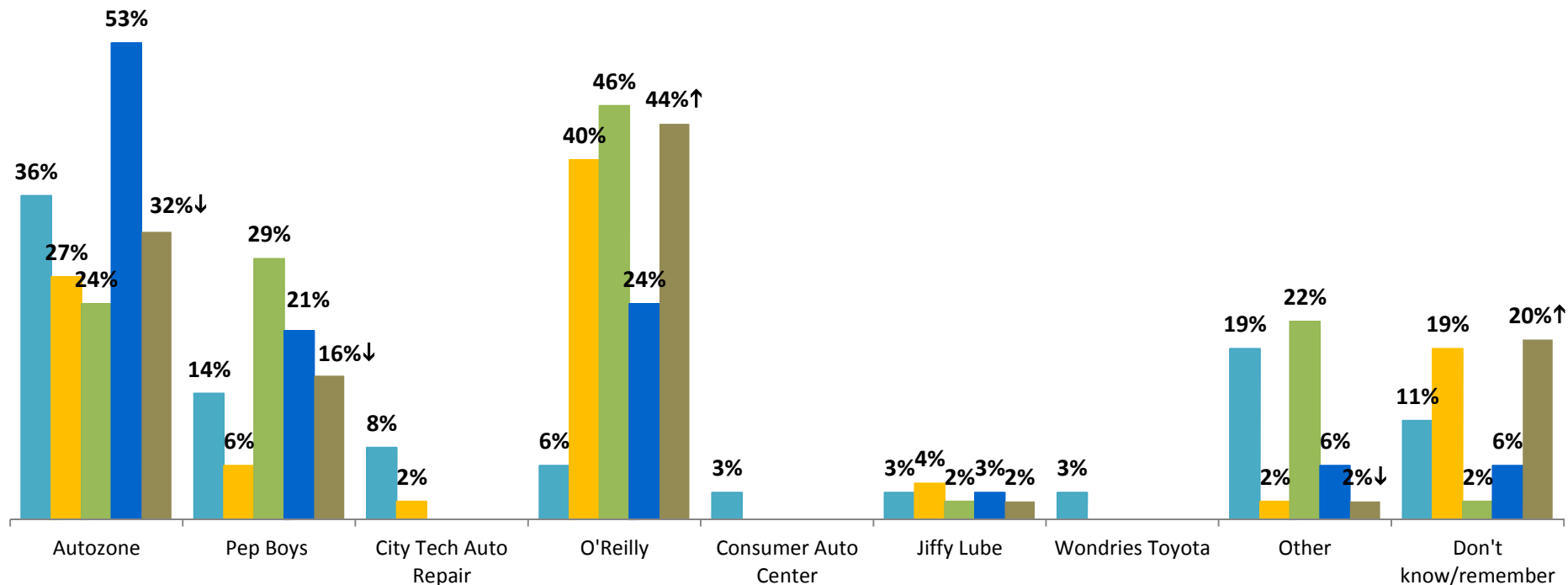
🔥 **Two-thirds of 2012 Chinese respondents are aware of and have used a Certified Collection Center, down significantly from the nearly nine-in-ten in 2011 who were aware of/use CCCs.**



Certified Collection Centers Used

In 2012, O'Reilly is the location most frequently cited as the Certified Collection Center that Chinese respondents take their used motor for recycling, followed by Autozone (whereas Autozone is the leader among General Market and Hispanic segments).

■ Mar '09 (N=36)
 ■ Jun '09 (N=48)
 ■ 2010 (N=41)
 ■ 2011 (N=68)
 ■ 2012 (N=50)

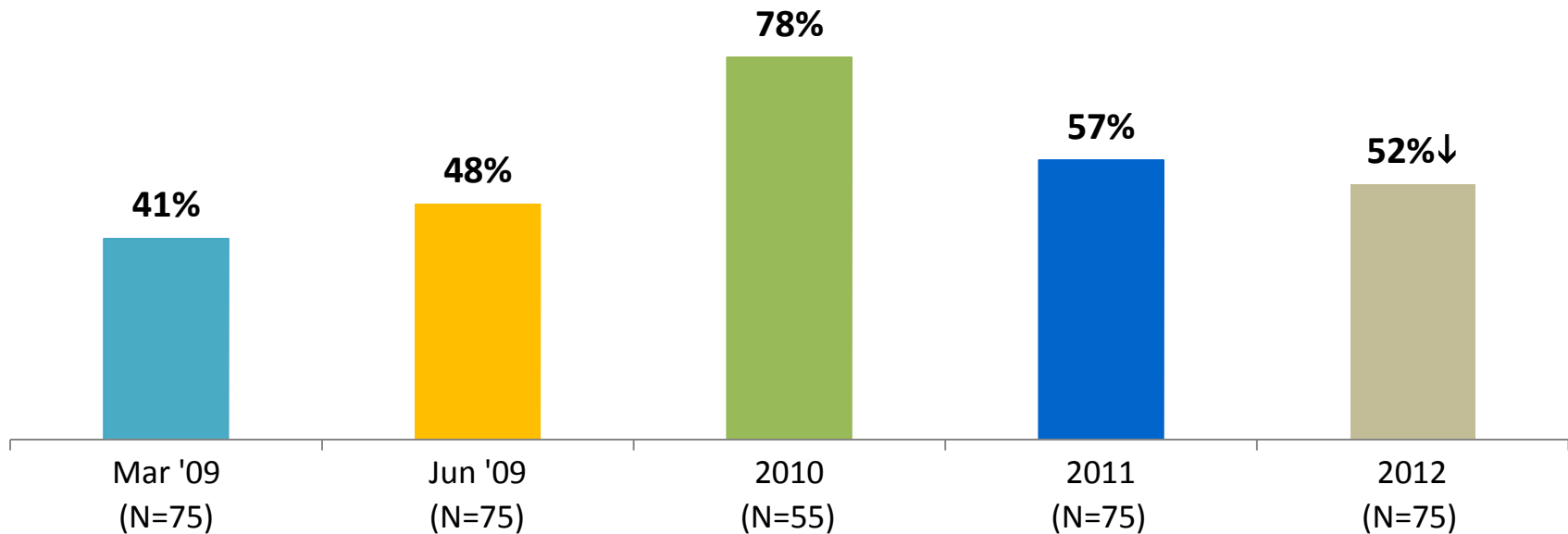


C4. Which center did you use?

↑/↓= Significantly above/below previous wave at 95% confidence level

Finding Information about Certified Collection Centers

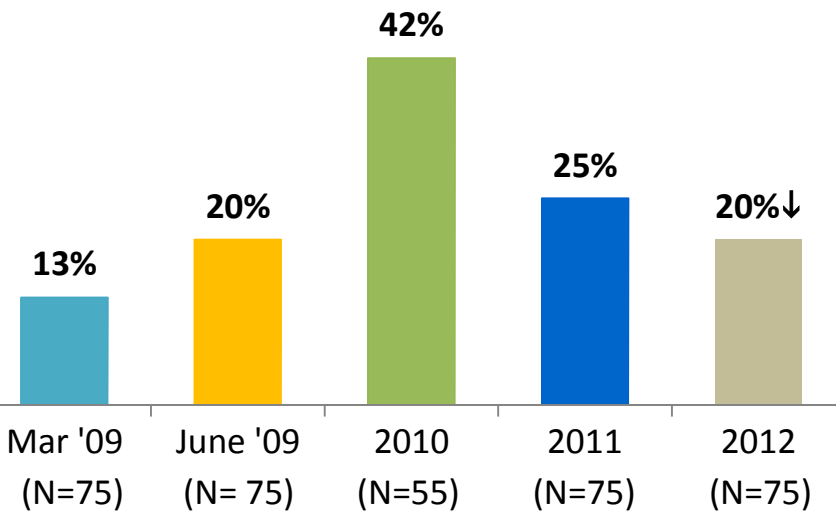
🔥 *Just over half of Chinese in 2012 know how to find information about Certified Collection Centers in their area, down slightly from the 57% from 2011.*



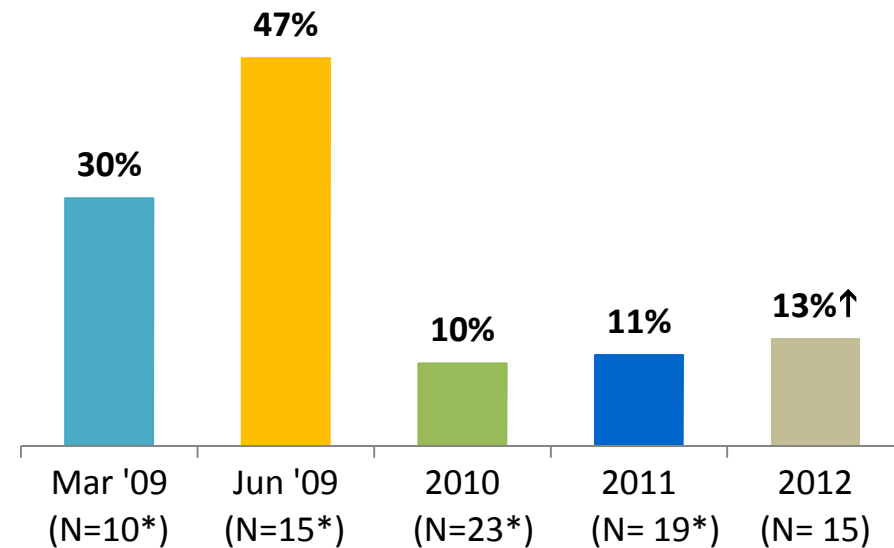
Heard/Called 1 (866) 989-5279

📌 **2012 Chinese awareness of 1 (866) 989-5279 phone number is cited by 20%, down slightly from the 25% awareness in 2011 (which was a significant decrease from the 42% in 2010).**

Heard of



Called



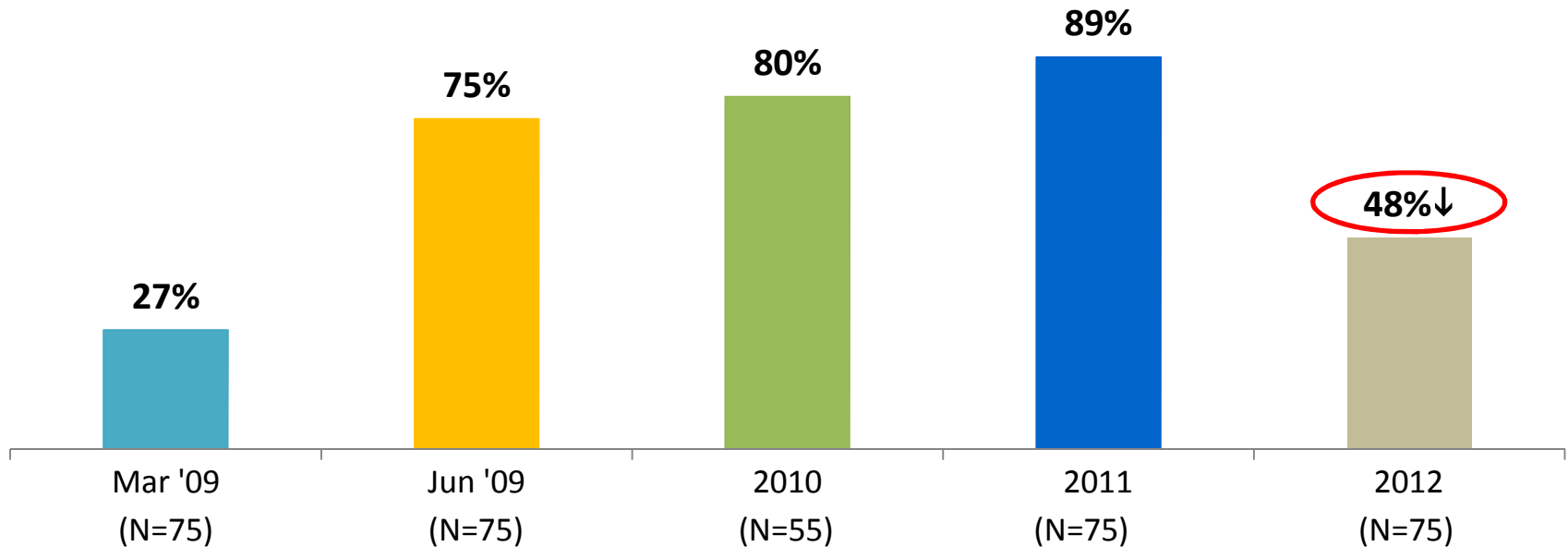
C6a/C6b. Have you heard of 1 (888) CLEAN-LA, the toll-free number? Have you ever called 1 (888) CLEAN-LA?

* Caution: small base

↑/↓= Significantly above/below previous wave at 95% confidence level

Advertising Awareness Promoting Used Motor Oil and Filter Recycling

🔥 *Advertising awareness promoting used motor oil and filter recycling decreases significantly among Chinese respondents in 2012, to 48% (down from 89% in 2011).*

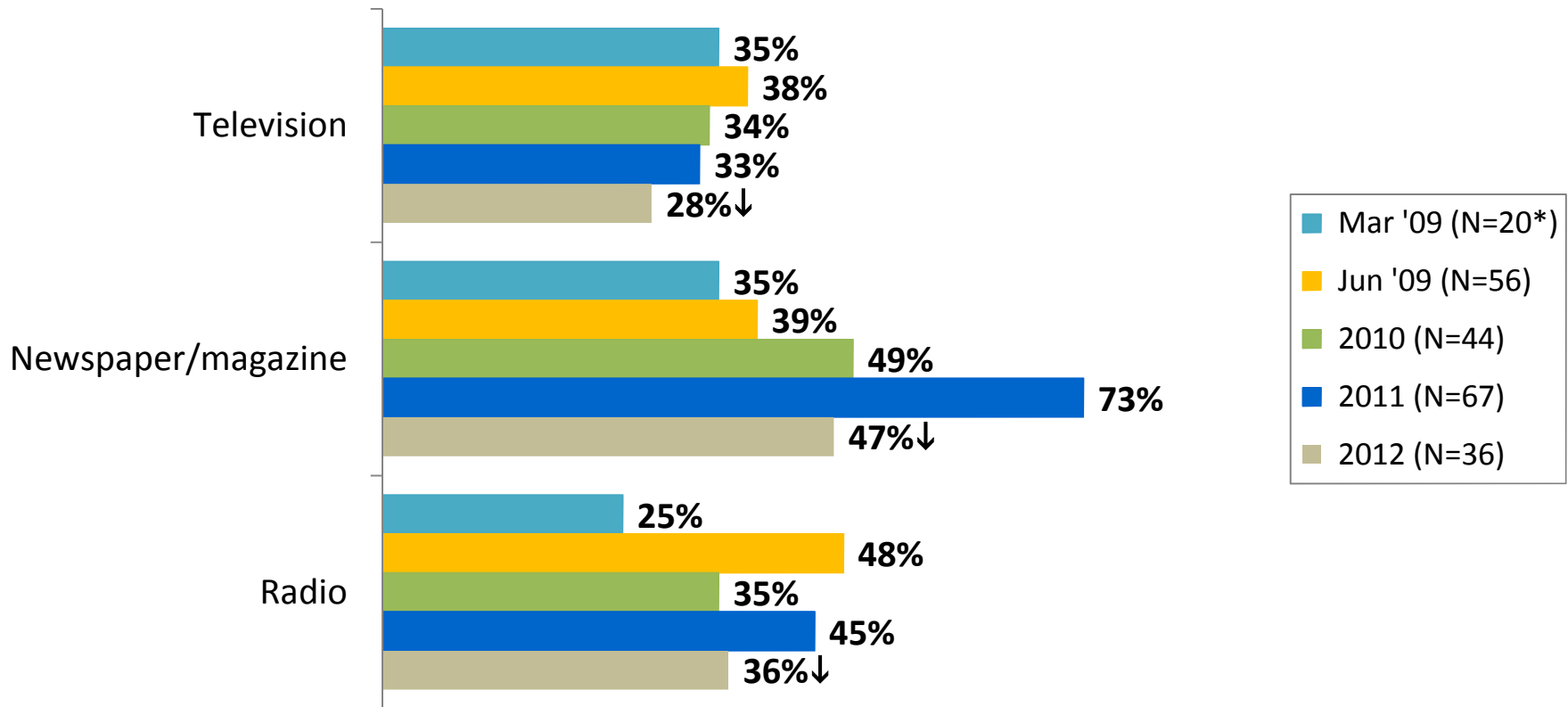


A1. Have you recently seen or heard any advertisement that raise awareness and promotes used motor oil and filter recycling? This includes any advertisement on television, magazine, newspaper, radio, or billboard/bus shelters, etc.

↑/↓= Significantly above/below previous wave at 95% confidence level

Source of Advertising Awareness

🔥 *Newspaper/magazines is the most frequently cited source of advertising awareness in 2012 among the Chinese segment (though the 47% level is significantly lower than the 73% from 2011), followed by radio (36%) and TV (28%), both slightly lower than 2011 levels.*



A2. Please tell me where you recently saw or heard the advertisement promoting used motor oil and filters recycling. Was it on . . . ? (Aided)

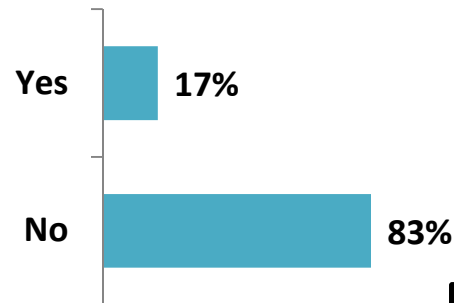
* Caution: small base

↑/↓= Significantly above/below previous wave at 95% confidence level

Aided TV Recall/Source of TV Recall/ TV Commercial Perceptions

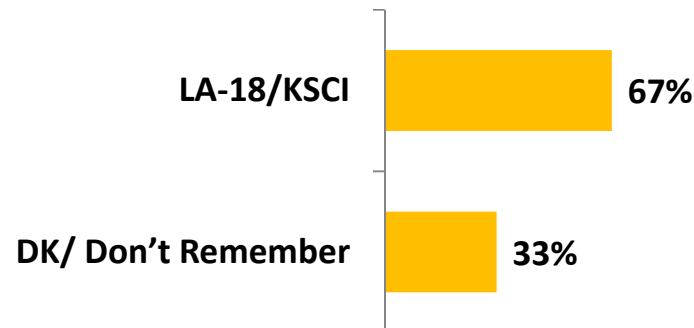
Among the 2012 Chinese who recall TV advertising, only 17% recall the specific Mandarin-language TV spot (two-thirds of those recalling the specific ad from KSCI), though all of the few who recalled the specific Chinese “DPW” commercial rated it very favorably (enjoyed watching, raised their interest in recycling used motor oil).

A3. Was this the advertising you saw?



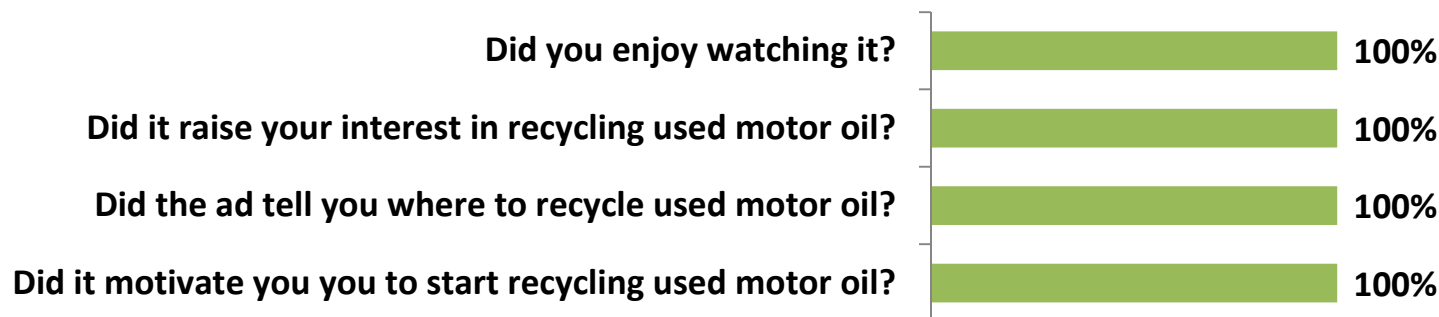
Base: N=36*

A3a. What was the name of TV station /channel where you saw this ad?



Base: N=6*

A6. Please describe how you may or may not feel about this commercial . . .?

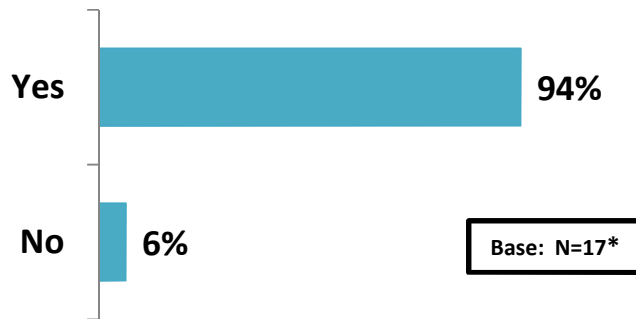


Base: N=6*

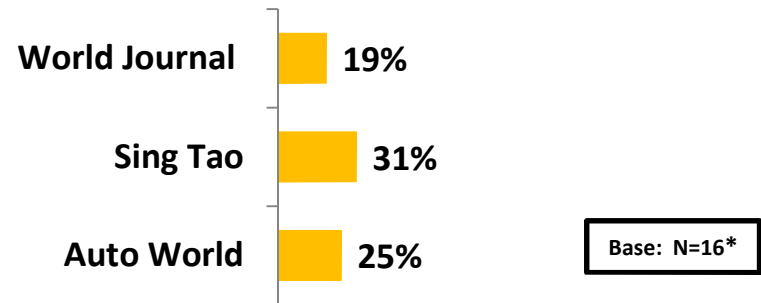
Aided Print Recall/Source of Print Recall/ Print Ad Perceptions

🔥 **Nearly all of 2012 Chinese who recalled in-language print advertising remember the specific Chinese print ad, with 31% of those aware recalled seeing it in Sing Tao. The most recent print ad is well received by Chinese respondents (94% of those recalling the ad indicating that it raised their interest).**

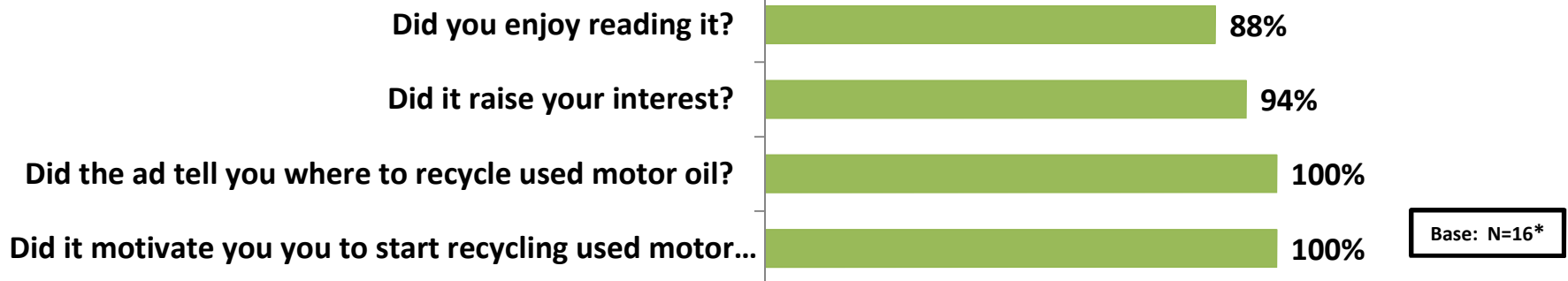
P3. Was this the advertising you saw?



P1. What was the name of newspaper/magazine where you saw this ad . . . ?



P4. Please describe how you may or may not feel about this ad . . . ?

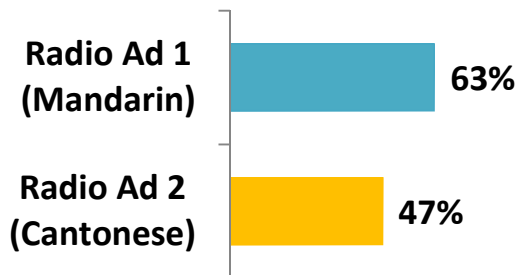


* Caution: small base

Aided Radio Recall/Source of Radio Recall/ Radio Ad Perceptions

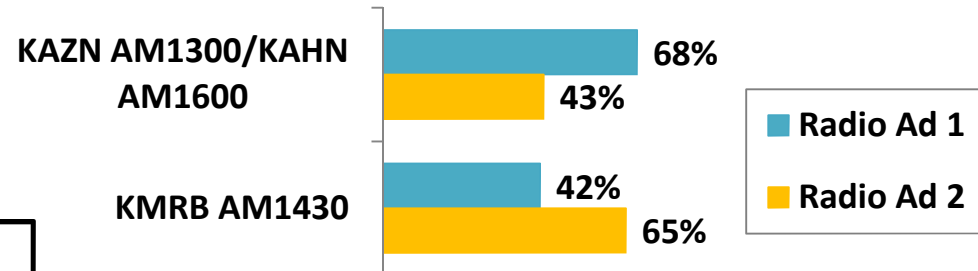
Among 2012 Chinese who recalled radio advertising, 63% recall the specific Mandarin radio spot (primarily from KAZN 1300/KAHN 1600), while 47% recalled the Cantonese radio ad (65% from KMRB 1300), with nearly all of those identifying the specific Chinese radio spots indicating that the ad raised their interest in recycling used motor oil.

R3. Was this the advertising you heard?

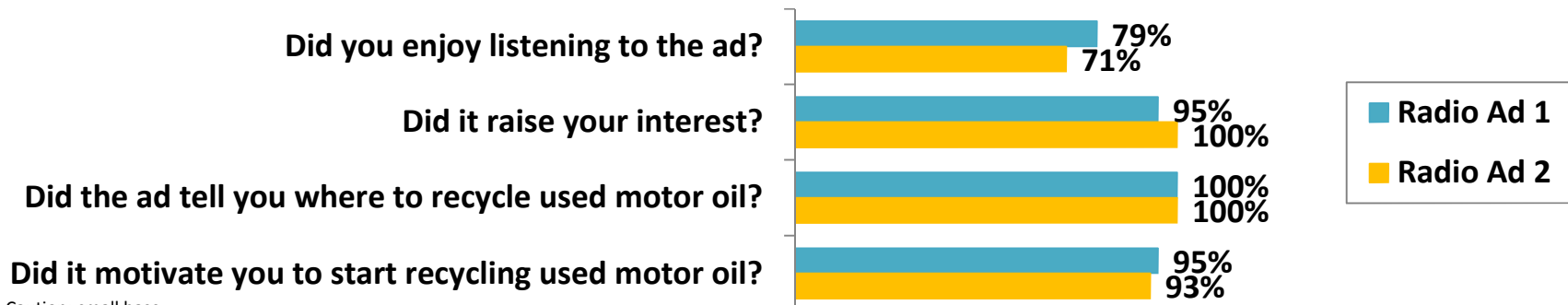


Base For All Charts:
Radio Ad 1 (N=19*)
Radio Ad 2 (N=14*)

R1. What was the name of radio station where you heard this ad . . . ?



R4. Please describe how you may or may not feel about the radio ad you heard . . . ?

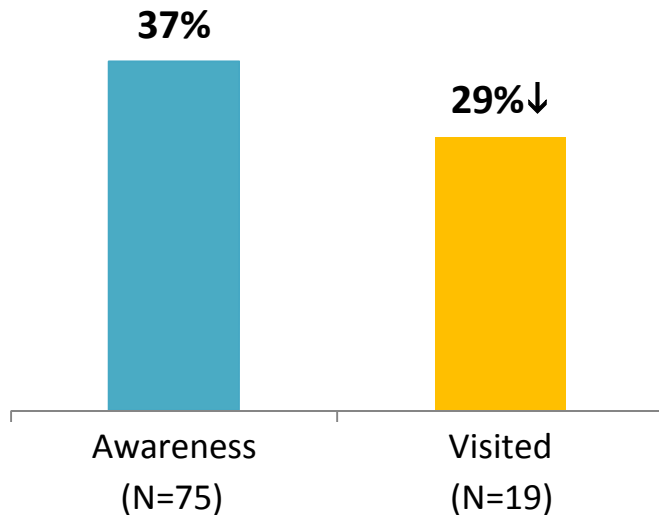


* Caution: small base

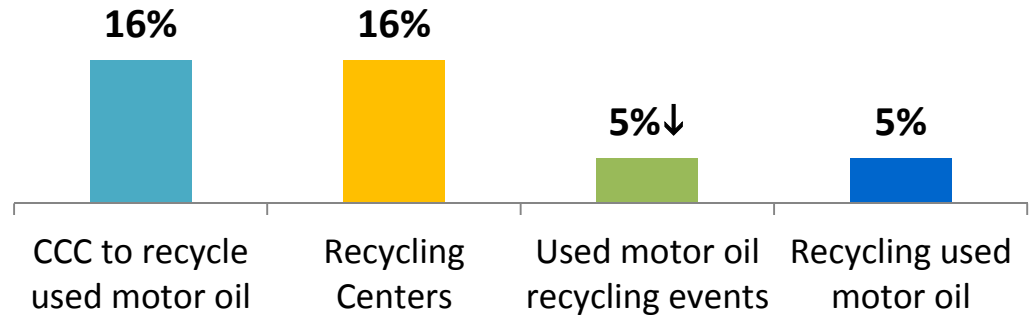
Website Awareness, Usage & Reasons for Usage

🔥 Just one-quarter of 2012 Chinese surveyed are aware of the www.cleanLA.com website, with over half of those indicating they have visited the site.

Awareness/Visited Website



Visited website to find information on...
(N=19*)



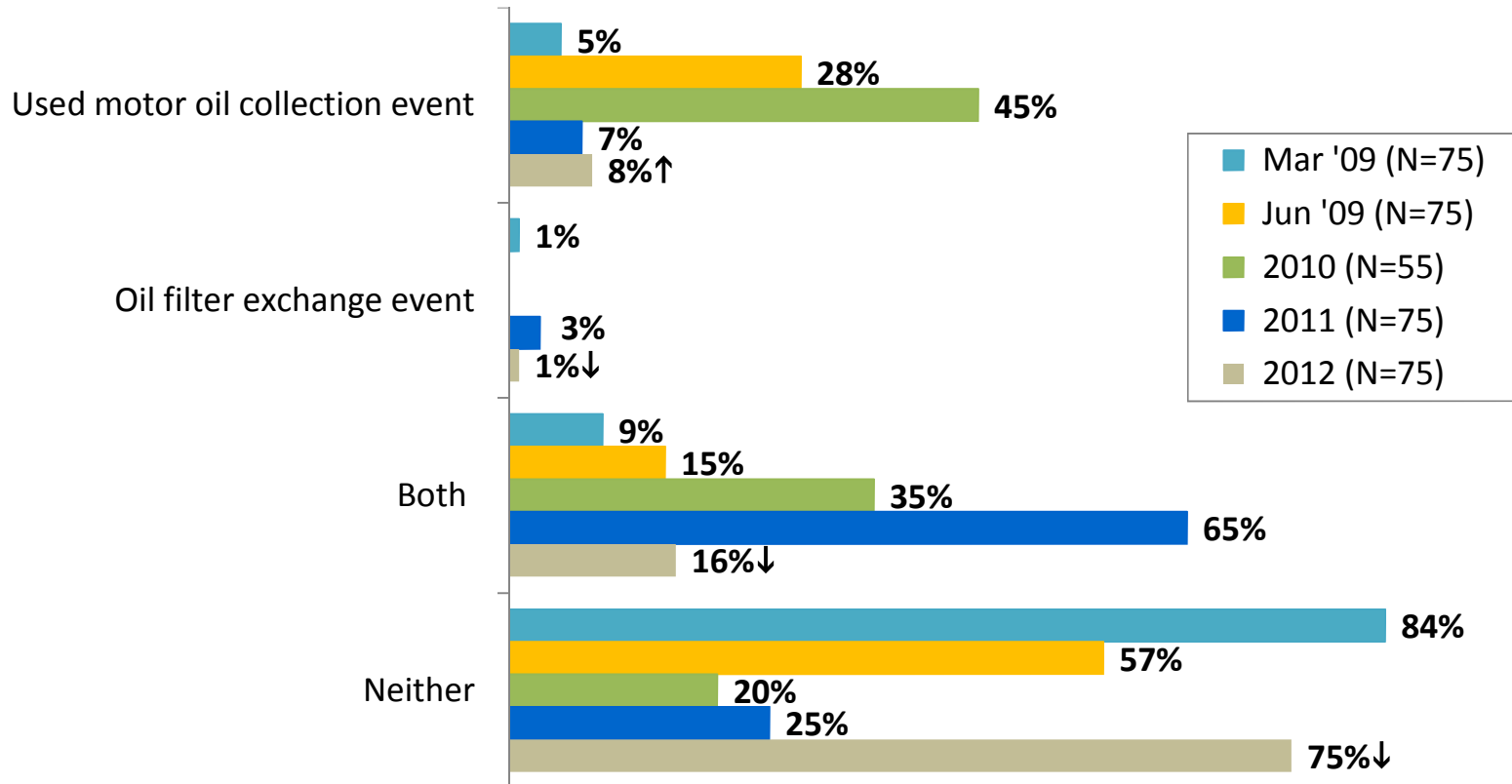
C8a/b/c. Have you ever heard of the website www.CleanLa.com? Have you ever visited the website www.CleanLa.com? Why did you visit www.CleanLa.com?

* Caution: small base

↑/↓= Significantly above/below other category at 95% confidence level

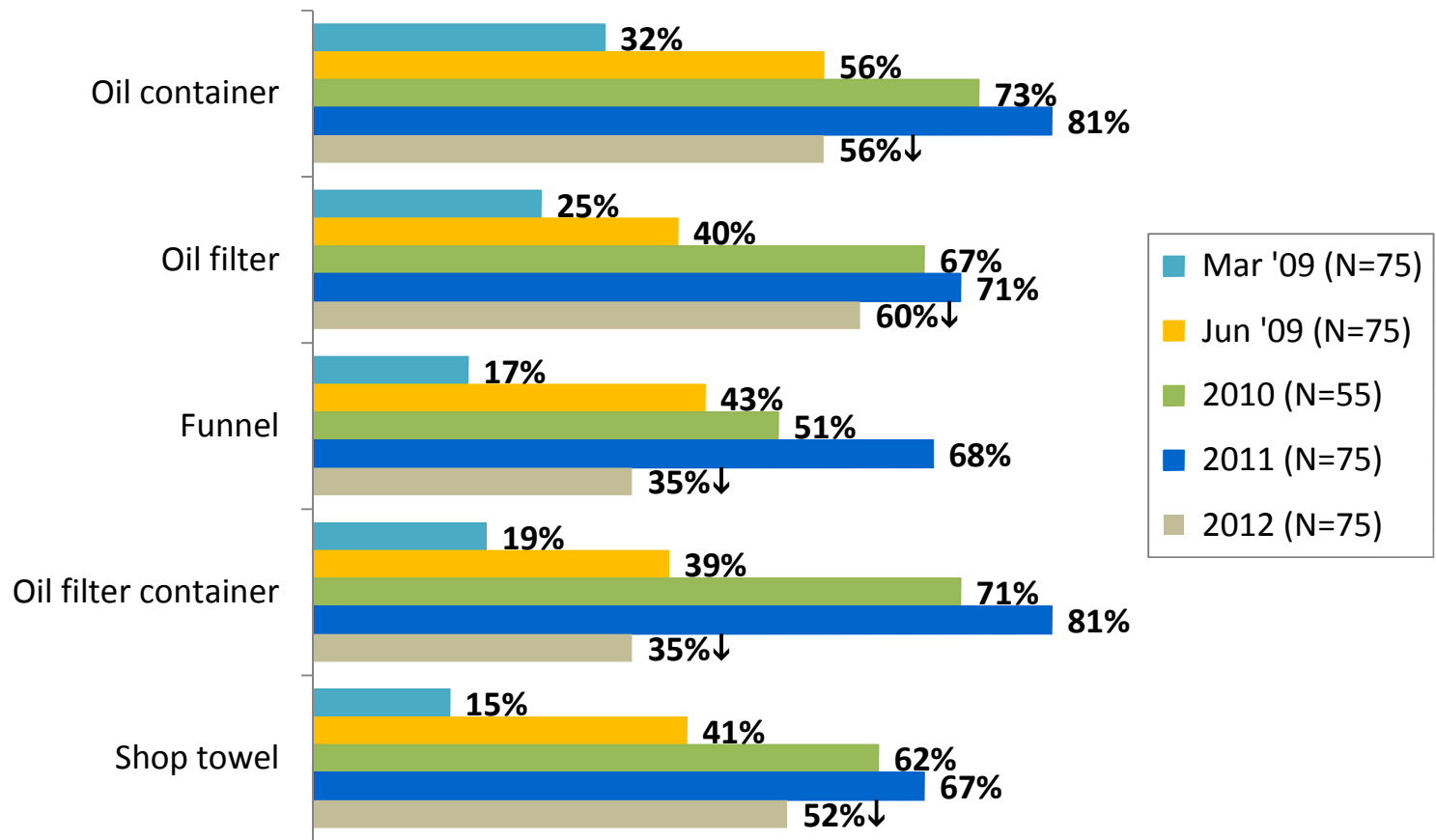
Event Attendance

In 2012, only one-quarter of Chinese indicated having attended an LA county motor oil recycling event, down considerably from the 75% who had attended an event in 2011. Of the 25% attending, two-thirds (16% overall) attended an event that featured both used motor oil collection and an oil filter exchange.



Functional Items

Functional items that would inspire 2012 Chinese respondents to attend a collection/exchange event are highest for an oil filter (60%) and oil container, though interest in the oil container or oil filter container is considerably less than was seen in 2011.



E4. Which of the following promotional items would you be most interested in receiving in exchange for recycling your used motor oil or filter at a collection or filter exchange event – that is to say, which item would most inspire you to participate at a collection or exchange event?

↑/↓= Significantly above/below previous wave at 95% confidence level